S&MM
SALES & MARKETING MANAGEMENT

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Inside Out

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S&MM Barometer. Year-end sales will give hard-pressed retailers cause to celebrate (and also a hangover). Page 13.

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Olivetti divides to conquer

One of Al Winegar's first moves as president of Olivetti Corp. of America was to segment his markets and adopt a two-pronged sales strategy. But will that enable him to survive the coming clash between IBM and Exxon? Page 31.

AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

Page 59.

ELECTRONIC NEWSPAPER

SM1368835 1281 011273811 4R201X
CONGRESSIONAL INFO SVCS ***
S R I ACQUISITIONS ***
4520 EAST WEST HWY
WASHINGTON DC 20014

What's coming up

An S&MM Special Report: Managing Costs for More Productive Selling. Thirty-two pages of advice for the effective management of selling costs, including answers to such questions as, Should the sales force be reserved for calling on major accounts only? and, How much responsibility for independent reps? Dec. 8.

Sixth Annual Awards. Which marketing organizations have been most successful in their industries in 1980? The winners will be profiled in S&MM's Annual Awards Issue. S&MM's Special Citation will go to an entrepreneur who created a multimillion-dollar company not once, but twice. Jan. 12.

An S&MM Special Section: Trade Shows. More than ever before, trade shows are in flux. Trends include the growing number of regional shows, new exhibit techniques, and the controversy over auditing. S&MM examines these and other developments in shows. Jan. 12.

Letter From Tokyo. Their aggressiveness in world markets has made the Japanese a lot of enemies. But they're convinced that a little compromise and mergers with foreign companies is the solution. Feb. 2.

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ABP ABC BPA ABC

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Squibb's Emma Morris (seated) and Maribeth Newcomb

tomers who happen not to like the salesperson who calls on them.

Spending long hours on the phone requires an unflappable temperament and a tolerence for paperwork, says division director Glenn Horrocks, adding that Morris and Newcomb have both characteristics. The women were given the same basic product knowledge and sales training as the field force. They too must meet quotas and they share commissions with the salesperson in whose territory they close a sale.

Do Tel-Serv and the field reps ever get their signals crossed? "Sure," says Morris, a 38-year Squibb veteran. "I've often called a doctor's receptionist only to learn that one of our salesmen was sitting right there in the waiting room." But things balance out, she adds, noting that the field salespeople are quick to help out when such problems as an order gone astray crop up.

COMPENSATION

Managing costs with a carrot

Richard J. Belliveau's 15 salespeople will spend between $10,000 and $15,000 each on travel and entertainment this

S&MM BAROMETER

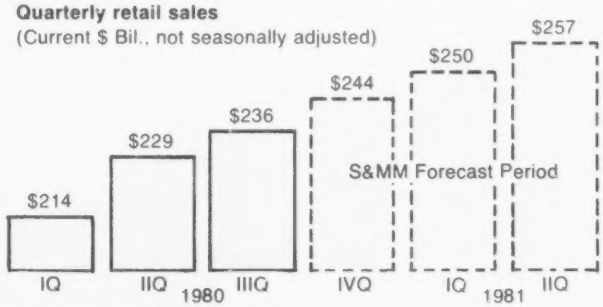
Retail sales: The pall continues

Now that 1980's recession has proved to be much shorter than predicted, there's concern that the recovery that began in the third quarter will be aborted by renewed inflation, a round of oil price hikes, and direct and indirect tax rises in the early phase of 1981. All of which is hardly cheerful news for long-beleaguered consumer goods marketers. For the first nine months of 1980, retail sales rose 6.3%. However, in real terms (1972$), spending at checkout counters fell 4% (slightly more if you add in the population increase).

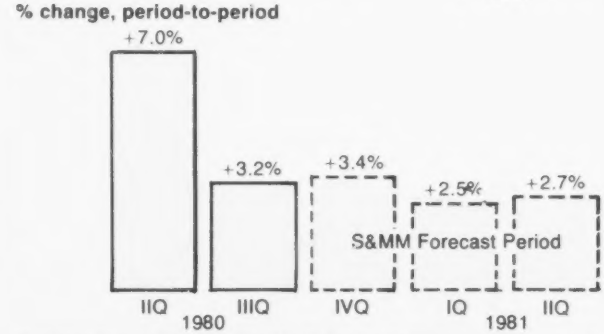
Retail store sales in the current quarter, buoyed by the usual Christmas splurge, will post a 3.4% gain over the third quarter.* But 1981's first quarter will show a lackluster 2.5% period-to-period rise as consumers tackle the debts incurred in their holiday gift-giving. Consumers also will be reeling under the impact of Social Security tax increases, the biggest ever, that go into effect on New Year's Day.

*S&MM third quarter forecast (June 9) of $128 billion in real retail sales (vs. actual $129 billion) was right on target.

Quarterly retail sales
(Current $ Bil., not seasonally adjusted)



% change, period-to-period



Sources: Census Bureau, *Monthly Retail Trade Report*, and Bureau of Economic Analysis, unpublished data on retail sales deflators, for historical totals; Data Resources, Inc., *Consumer Markets Service*, Economic Analysis Associates, *Consumer Monitor*, Goldman Sachs, *Pocket Chartroom*, for consensus forecast.
* Sales & Marketing Management.

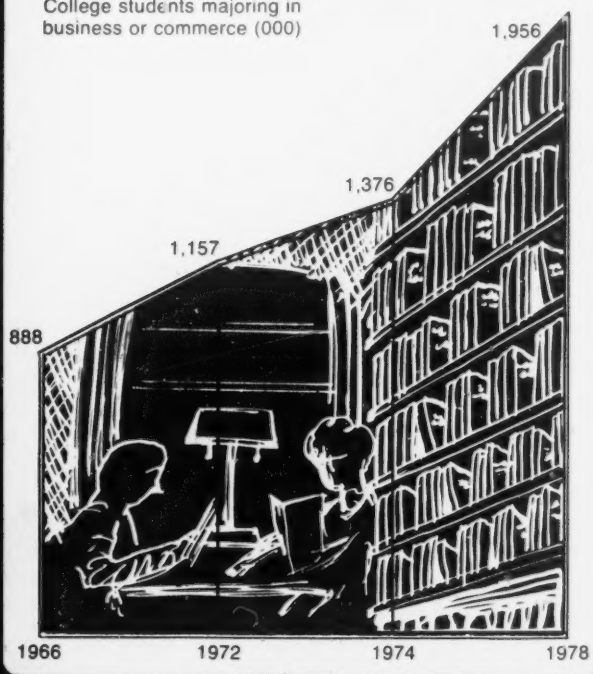
S&MM MARKETGRAPH

Tomorrow's sales trainees: More women and blacks

Further evidence that women and blacks will represent larger proportions of sales trainees in the future is suggested by the latest survey of the fields of study pursued by college students. One-fifth (19.9%) of the 9.8 million students in college in 1978 majored in business or commerce, a sharp increase over the comparative 14.8% in 1966, according to the Census Bureau. While the number of business majors doubled in the 1966–78 period, women with the same specialty quadrupled and similarly inclined blacks quintupled. In fact, more women now go after business degrees than education degrees, which traditionally was their favorite field of study. Two out of five business majors are now women.

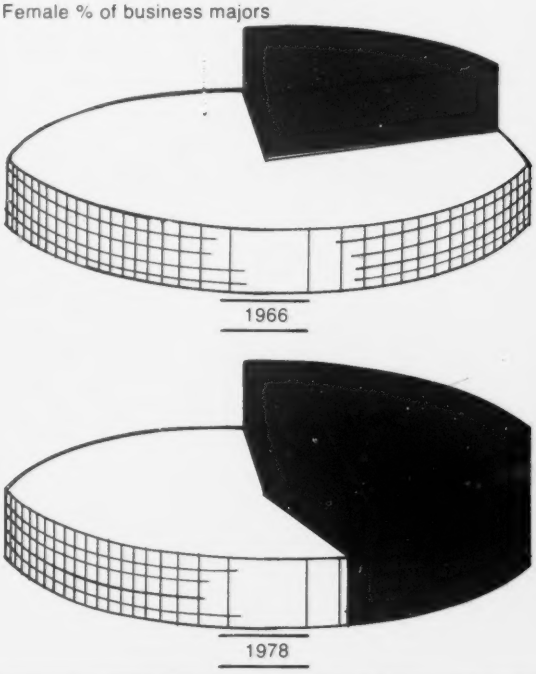
More business-minded students . . .

College students majoring in business or commerce (000)



. . . especially among women

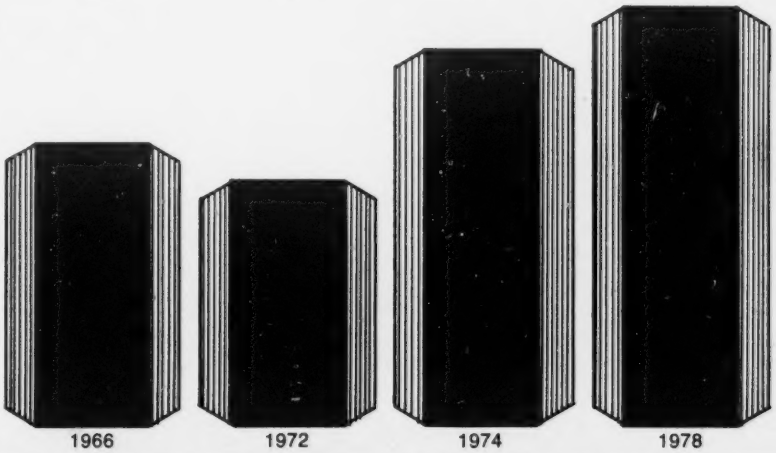
Female % of business majors



Blacks opt for business careers, too

Black college students (000) 282 727 814 1,021

% majoring in business or commerce



Sources: S&MM calculations; Census Bureau, *Major Fields of Study of College Students: October 1978*, Series P-20, No. 351.

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Like the former IBMer he is, Al Winegar segments his markets and adopts a two-pronged strategy: dealers for stand-alone products, direct sales for systems.

Olivetti divides to conquer

By THAYER C. TAYLOR
Senior Editor/Management Sciences

Dominating the lobby at the headquarters of Olivetti Corp. of America in Tarrytown, NY, is a Roman statue, headless and armless, which seems to symbolize the parent company's frustrations in trying to run the U.S. operation from Ivrea, Italy. Until early this year little was done to give the organization the products it needed to keep pace with the fast-moving technology of the U.S. market, and financial results were dismal. In 1978, the U.S. company lost $38 million on sales of $221 million; in 1979, $9 million on sales of $227 million.

Then this summer, Carlo De Benedetti, vice chairman of the Olivetti Group, the biggest producer of business equipment in Europe, reversed a traditional policy and installed an American, Albert L. Winegar, 49, as president of Olivetti Corp. of America. Winegar, a veteran of IBM's Office Products Div., who talks eagerly about the "all-American management team" he has put together in a few months, learned much about Olivetti's ways before he got the top job, however. Hired personally by De Benedetti in September 1979, he was assigned to bone up on the company's multinational business strategy by taking a six-month tour of its 23 plants scattered around the world.

Having the benefit of this period to analyze Olivetti's diverse product line, Winegar quickly split the marketing responsibility between two divisions when he became president, identifying specific market segments for each group. "In a huge market like the U.S., a company this size can't take on IBM, Xerox, Exxon Office Systems, and Burroughs with a frontal assault," he says. "We have to pick segments and go after each one with a different selling approach."

One of Winegar's first moves was to develop a marketing program just for the off-the-shelf office equipment which he sees as the core of Olivetti's business. His objective: to sell such things as electronic typewriters (price, $1,290), word processors ($15,000), copiers ($1,560) and calculators ($99) to small- and medium-sized customers. Although he does not intend to abandon the lush, national-account trade to his larger competitors, Winegar is gearing up his sales and marketing organization to concentrate on selling a wide assortment of low-end products to the broad middle of the commercial market.

Because selling costs are a prime factor in serving this market, Winegar quickly eliminated direct selling in favor of a nationwide dealer network last August. He closed down 20 of Olivetti's 38 branches and lopped off 700 sales, support, and administrative personnel. A separate Dealer Div. was set up under vice president Leon Harris, who so far has signed 500 dealers. He aims to have 600 by mid-1981.

At the same time, Winegar created a Computer Systems Div., headed by vice president Arthur Oppenberg, to sell small business computers

(price, $9,000), and on-line terminals, which account for 20% of Olivetti's sales. Because these are relatively complex products, and are sold as systems, they require personal selling. Thus, Oppenberg has a force of 120 sales representatives who work out of 17 branch offices. Besides customers, they call on 100 franchised dealers in smaller cities. They also make a major contribution by covering some national accounts for the typewriters, word processors, and other items sold by the Dealer Div.

During his first weeks in office Winegar also took the following steps:

• Brought in Ernest Pope from IBM to serve as vice president of a new marketing department, which provides the staff support for field selling.

• Created a business planning function that defines individual geographic and product markets, determines Olivetti's targeted shares, and sets dealers' quotas.

• Set up a pricing and business volume unit to analyze Olivetti and competitor products and prices. "Now we can better define the requirements of the U.S. market, tell the engineers we need a certain product at a set price, and decide whether we should make it ourselves or go outside for it," says Winegar.

• Installed an automatic order entry system at the mammoth (24 truck bays) Bridgewater, NJ distribution center. Using a toll-free 800 number, dealers and sales reps phone in orders, which are speedily processed by computer.

• Doubled the ad budget to $3 million and put Olivetti into broadcast media for the first time. He is testing a TV campaign in Texas and a radio promotion in seven major markets to see how efficiently they can develop leads.

• Put in place small, mission-oriented sales groups that go after particular markets. For example, a five-person sales group will push consumer sales of calculators and low-end electric typewriters through major retail chains and mass

Olivetti battles for a bigger share

Electronic Typewriters 1979 installed base: 92,000 Market Share		Stand-alone Display Word Processors 1979 installed base: 63,000 Market Share	
IBM	70.0%	Lanier/AES	17.0%
Qyx (Exxon)	17.0	IBM	11.0
Olivetti	10.1	NBI	6.0
Adler/Royal	2.0	Olivetti	5.0
Olympia	0.9	Vydec (Exxon)	5.0
		Lexitron	5.0
		Xerox	4.0
		Burroughs	4.0
		AM International	4.0

Source: International Data Corp.: *The Electronic Typewriter Market, Automated Business Communications.*

Shipments of automated office equipment (word processing, electronic typewriters, facsimile, intelligent copier-printers, and teleconferencing) will soar fivefold, from $1.2 billion in 1979 to $6.2 billion in 1984, predicts Arthur Miller, a consultant with International Data Corp. Olivetti is positioned in two fast-growing sectors—electronic typewriters, whose shipments will climb from $157 million to $1.57 billion in the five-year period, and stand-alone display word processors, which will grow from $578 million to $1.8 billion. However, it has no entry in the fastest-growing segment of all: clustered display word processors, whose shipments will rocket from a mere $9 million to $2.2 billion.

A spectacular

The prime short-term goal of Olivetti president Al Winegar is to gain a 20% share in the electronic typewriter market and displace Exxon's Qyx from the No. 2 slot. Exxon threw a roadblock to his plans last month when it established Exxon Office Systems (EOS) to coordinate its venture capital operations in the office products market.

To head EOS, Exxon brought in a former Winegar comrade, Robert A. Contino, 43, who had been with IBM's Office Products Div. for 22 years. The move is significant because Contino presides over an operation that accounted for an estimated $146 million in revenues last year and is expected to grow to nearly $700 million by 1985, according to Northern Business Intelligence, a research house. Under the EOS umbrella are the following:

• Three office equipment subsidiaries
  Qwip facsimile machines, founded 1974
  Qyx electronic typewriters, 1978
  Vydec word processors, 1972

• Office Systems Marketing Div., headed by former Qwip president John Cochran

• International Div., headed by Pat de Cavaignac who had been president of Vydec

• An advanced product development group.

Formation of the product development group indicates that Contino's plans probably extend beyond the office. The group is made up of three R&D

merchandisers, catalogue houses, and special distribution outlets such as American Express and the oil companies.

Perhaps the riskiest part of Winegar's strategy is the decision to let dealers handle nearly all the selling of the low-end office products that are Olivetti's bread and butter. In contrast, his two biggest rivals in the electronic typewriter sweepstakes (IBM and Exxon's Qyx and Vydec subsidiaries) both are revitalizing marketing programs that rely heavily on direct selling. IBM, in a drastic reshuffle, now has its Office Products and General Systems Divisions coordinate their efforts to exploit the growing convergence of data- and word-processing (S&MM Sept. 15). Exxon is imposing tight management controls on some of its venture capital operations for a frontal assault on the information products market (see box, below).

Winegar's sales strategy is

for the 1980s: Exxon vs. IBM

operations: (1) Xonex, working on a multipurpose terminal for order entry and other functions; (2) Danbury Systems, developing ink-jet printer technology (the heart of any word processing system); and (3) Summit, building computer systems from chip technology.

Summit is a spinoff from the Zilog microcomputer venture capital operation. The fact that Zilog was not put in EOS surprised industry observers. Its independent status suggests that Exxon will form three additional counterparts to EOS, says senior marketing analyst Stephanie Bigusiak, The Yankee Group, a Boston market researcher. The three will concentrate on computers, communications, and components.

Exxon Enterprises, the new venture development arm of Exxon Corp., has always wrestled with the problem of giving its "wild ducks" room to innovate and, at the same time, coordinating matters so that they don't go off on aimless trajectories. As International Data Corp.'s Arthur Miller notes: "There comes a time when you have to get serious about the products you want to present to the market and the managerial direction for getting them there."

Exxon tilted in this direction over a year ago, says Sean White, head of Northern Business Intelligence, "when it imposed financial controls and encouraged cross-fertilization among the three companies for planning purposes." Adds Patricia Seybold, editor of *The Seybold Report on Word Processing*: "Exxon was pushed in this direction by the need to counter the IBM image with its own image of a total systems supplier for office automation. It can't do that as long as it sells products under three different brand names." She feels that an Exxon label will gradually displace the Qwip, Qyx, and Vydec logos.

Few observers feel EOS was created to deliver a quick profit for Exxon. Dataquest's Cliff Lindsey reasons that, "They're looking at it from a long-range perspective."

Not everyone is convinced that creating EOS ends Exxon's headaches. Argues Richard Dalton, editor of *Open Systems* newsletter, "While the move saves some overhead selling expenses, it's still a superficial one until they build compatability between the three different product lines. Rather than market stand-alone products, they should be developing products that fit together in a system."

Contino won't tip his hand as to how many of the 120 branch offices and 57 dealers used by the three companies will be consolidated. Nor will Exxon say whether an individual salesperson will handle all three lines.

Robert A. Contino of EOS

Two basic problems that Contino must come to grips with: (1) growing competition between Qyx's top-end product and Vydec's bottom-end product; and (2) failure of Vydec and Qyx salespeople to feed each other leads when they lose out on a sale. Such problems led to Exxon's failure to capitalize on Qyx's bringing out the industry's first electronic typewriter, in 1979. IBM quickly countered with its Model 50/60 and now has 70% of the market while Qyx has just 20%.

The collision course that Exxon and IBM are headed on seems likely to produce one of the major marketing events of the 1980s. Dodging the fallout will keep Winegar and other vendors on their toes.

Great expectations at Exxon Office Systems

	Revenues 1979 Est. ($ Mil.)	1985 Est. ($ Mil.)
Qwip	$ 43	$175
Qyx	45	470
Vydec	52	
Zilog	6	50
Total	$146	$695

Source: Northern Business Intelligence, *Exxon Information Systems: A Strategic Analysis.*

also a break with the marketing philosophy of his predecessor, the dynamic Marisa Cantoni Bellisario, who was De Benedetti's last try at offshore management. Although she began to refocus the company's marketing strategy from direct sales to a two-tier system, closing several branch offices and dismissing some 1,100 employees, she retained 38 branch offices to maintain direct contact with customers.

Winegar's move also tends to support his contention that the "all-American management" team isn't just a cosmetic ploy. "We have total P&L responsibility," he says "We will design and develop our own products, manufacture them in our own plants or get them on an OEM basis from outside suppliers depending upon the cost-efficiencies. In time, we will make products for another company's label."

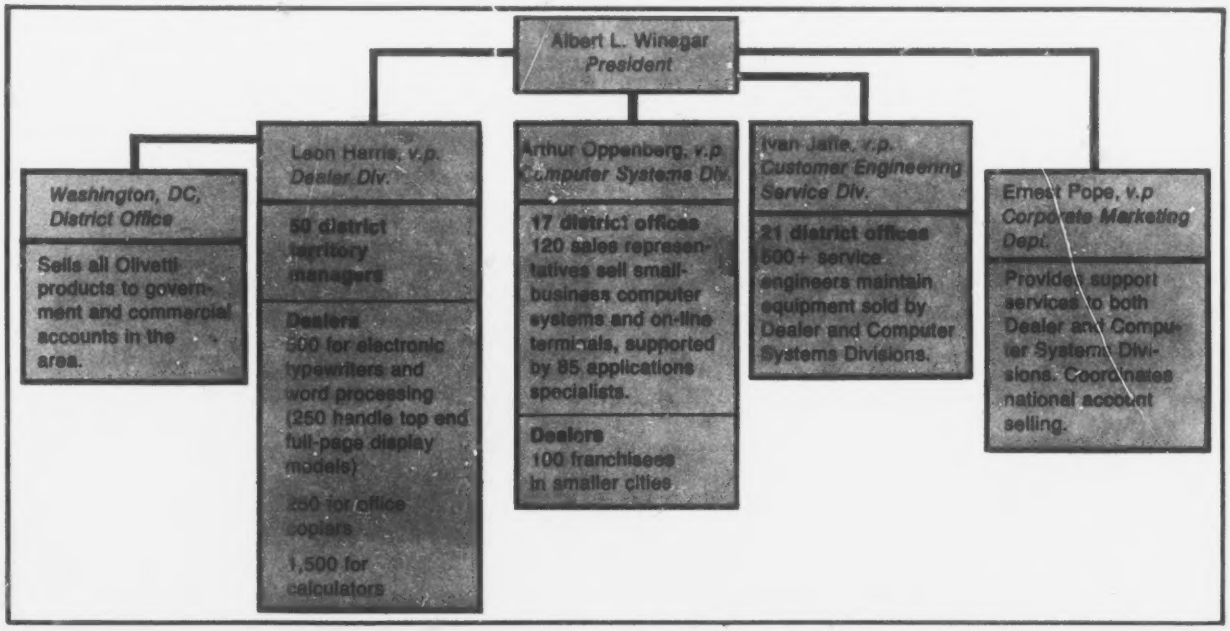
The shift in power from Ivrea to Tarrytown and Winegar's sales strategy draw praise from Olivetti dealers. Ron Angiers, who has franchises in Rochester, NY, and Buffalo, says "Bellisario did what she had to do, the ruthless dirty work of cleaning out deadwood and putting in a new foundation. But it's good to see a professional marketing guy like Winegar in there who wears a white shirt without flowers all over it."

Behind Winegar's dealer-oriented selling strategy is the need to lower selling costs and the ambition to acquire broader market penetration. "With our cost-per-sales-call rapidly approaching the $100 level," he says, "it's no longer cost-efficient for us to sell low-end products, such as calculators and electric and electronic typewriters, on a direct basis. It's economical for an office equipment dealer to handle them because he's also selling a lot of other things, such as accounting machines and furniture, and can spread his costs over a wider base. Furthermore, dealers have become a sophisticated distribution channel, and they'll give us the broader coverage we need."

The fact that cold-calling plays an important role in selling low-end office products also influenced Winegar. "Selling typewriters is very much a numbers game," notes Cliff Lindsey, director of word processing services at Dataquest, a Cupertino, CA, research firm specializing in high-technology industries. "The process involves making calls, demonstrating the unit, and getting the order. The more people Olivetti has out there knocking on 20 doors a day, the more it's going to sell."

Winegar and Harris are moving fast to bolster their dealer-oriented strategy. Sales regions have been increased from three to five to shorten the lines of communications between Olivetti and its dealers. Sales training, once centralized in Tarrytown, now takes place in each of the regional offices (Nyack, NY, Atlanta, Dallas, Chicago, and Los Angeles). "This makes it more economical for the dealer to send personnel to a center for the necessary technical training," Har-

Dealers play a key role for Olivetti



Matching its sales tactics to product type, Olivetti relies on dealers for so-called stand-alone products, and uses direct selling for systems products.

ris says. To make it even easier for the dealer to train his own personnel as well as customers, Winegar adds, "we'll put more emphasis on self-teaching methods; the kind of things that don't require sending someone to a classroom."

To maintain the customer ties that are often lost when dealers do the selling, Harris relies on a cadre of district territory managers (DTMs). He recently increased their number from 30 to 50 and will add more as he signs up additional dealers.

Besides soliciting orders from dealers, DTMs provide support services and make calls on customers with dealer sales reps to get a feel for reaction to Olivetti's new products and the needs for future machines. "I'm getting all the help I need from the territory manager," says Stephen T. Ruff, a Norwalk, CT, dealer. "He trains my new hires and puts on seminars for prospects. I see him a lot more often than any other vendor's rep."

Although Winegar is betting that dealers will give him a low-cost entrée to the some 3.2 million small businesses with less than 26 employees, others think he may lose out on the multiple-unit orders. "The fundamental problem with relying on dealers," asserts Ken Bosomworth, president, International Resource Development, Norwalk, CT, a market researcher concentrating on hi-tech industries, "is that they don't reach the high-volume user, the one who orders 60 machines at a time. Olivetti dealers will be tied to customers that order only one or two units at a time."

Maybe so, counters Le-Ellen Spelman, word processing specialist at Martin Simpson Research Associates, New York City, "but such companies as CPT and NBI have chalked up successful track records in the high end of the word processor spectrum with dealer-oriented strategies. And the Japanese copier marketers and Savin certainly taught Xerox a lesson on how exclusive use of dealers can build a market."

Winegar concedes the risk involved but notes that his two biggest rivals in electronic typewriters are trying new sales tactics. IBM is looking for alternatives to direct selling as it pursues the small business market, and Exxon's Qyx is making a greater use both of dealers and of cooperative selling with its sister subsidiary, Vydec. Going along with Winegar is Melody Johnson, director of office and computer studies at Quantum Science Corp., a New York City research house. "The dealer's role in office products marketing will increase," she contends, "because while technology is driving the manufacturing costs down, the inflationary costs of selling are keeping vendors from passing all of the benefits along to the customer."

In any event, Olivetti isn't giving up on the big-volume user. Harris's DTMs coach dealers to go after national accounts, work up presentations that can be used to solicit such business, and accompany the dealer's sales rep when he makes his proposal. There are also seven salespeople based in the marketing department who concentrate on national accounts for all Olivetti products.

Once a contract with a national account is signed, dealers with the account's local

(continued on page 107)

How typewriter users rate suppliers

Olivetti has its work cut out for it in maintaining strong customer ties through its dealer network. Here are the key findings of a survey (in mid-1979) of Olivetti, IBM, and Qyx users by Strategic Business Services, San Jose, CA, as capsuled in its report, *Intelligent Typewriters in the Word Processing Marketplace*:

"Olivetti users were disappointed in their training, while Qyx users raved about their training, manuals, and follow-up." Only 6% of Olivetti users considered training manuals "excellent or very good" compared to 18% for IBM and 65% for Qyx.

"IBM showed the worst ratings in quality of service and speed of response." IBM users (20%) were the only ones to label service "not good," while 95% of Qyx users rated service "very good," vs. 23% Olivetti, 30% IBM.

"Olivetti and IBM users were strongest in their feeling that the systems had all of the options that should be offered. They also felt little need for communications capabilities."

"Olivetti users are more aware of pricing. Since more Olivetti users are one-person offices, the decision is made a lot closer to the operator." SBS vice president Jules Street says a "more highly focussed selling effort capitalizing on this factor would gain Olivetti much additional penetration."

"The demonstration was the most important aspect of the selling cycle. About 90% of IBM users learned of the product from IBM marketing representatives, most Qyx users from demonstrations at business shows, and 50% of Olivetti users from ads and 40% from sales personnel."

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Olivetti

(continued from page 35)

plants in their areas are notified of the prices and specifications. Winegar says Olivetti's basic arrangement with dealers calls for them to fulfill the contract, warranty the equipment, and service it.

To help dealers get the most out of their markets, Olivetti relies on sophisticated computer-based forecasting models that calculate the total potential available in a dealer's territory and the share that he should achieve. The quotas are broken down by individual product. Dealer Ron Angiers notes that "Olivetti is more flexible about quotas now. I can sit down with Harris and the territory manager and point out where the statistics overlook certain local market nuances, such as whether it's a white collar or a blue collar town." However, dealer Steve Ruff says, "No one has told us anything about a new quota plan."

The overall thrust of Winegar's many changes aims at positioning Olivetti in the emerging megabucks office-of-the-future marketplace. Currently, electronic typewriters and word processing account for 40% of company sales; small business computers and on-line terminals 20%; mass merchandising of calculators and electric typewriters another 20%; office copiers 15%; and supplies 5%. He expects electronic typewriters and word processing to set the pace for the company's growth.

Winegar seems to have picked a high-flying market sector as the anchor for his growth plans. The market should expand at least 70% a year, says Larry Wells, president of Creative Strategies International, the San Jose, CA, marketing research house. "Electronic typewriters will virtually replace electrics because technology will drive costs down to the point where the two will sell for nearly the same price. The need to boost office productivity will also help electronics."

However, Winegar will have lots of competition. With their customer base threatened, every maker of electric typewriters will have to field an electronic version. SCM, the number one typewriter manufacturer, last month announced its first electronic machine. Xerox has made no secret of its intentions to eventually enter the low-end electronic type-

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writer sector, and last month rumors swirled that it will unveil a family of upgradable machines in the next 60 days.

Centronics Data Products, Hudson, NH, will soon begin to ship its Quietwriter, which boasts an innovative stylus printing mechanism. In addition, Toshiba introduced its first word-processor last month in Paris, providing a hint of what may eventually be brought to market by other Japanese manufacturers.

Unfazed, Winegar says his new ET 121 (price, $1,290) and ET 231 ($2,590), shipments of which are just moving out from the Harrisburg, PA, plant, give Olivetti dealers the broadest line of word processing products available to anyone in the industry. Both, he adds, pack advanced features not found on IBM Selectrics and sell for $100 to $200 less.

Winegar's most deluxe product, a $15,000 full-page display word-processor, is manufactured by NBI (S&MM, Nov. 1978), an arrangement made by Bellisario to fill a serious gap in the product line. NBI says it sold more than $3 million of the machines to Olivetti in the 12 months ended June 30. The contract ends next month. Asked if Olivetti might not renew it because it would be more profitable to make its own machines, Winegar declined to comment.

Winegar hopes to shake up the competition during the first quarter of next year when he introduces the industry's first portable electronic typewriter (weight, 14 lbs.) priced at $680. The product will be made in the Far East under a licensing agreement. Harris says that dealer interest in the machine has been "phenomenal," and he sees it becoming a hit both in the consumer market and the office market, particularly among such professionals as doctors and dentists whose typing volume is limited.

Still, Winegar's preoccupation with the low end of the electronic typewriter market may be severely tested by the mid-1890s when demand for high-end machines is expected to grow three times as fast. Also, some observers wonder if Qyx's stress on its family of compatible electronic typewriters may strike a more responsive chord. Word processing consultant Amy D. Wohl, Advanced Office Concepts, Bala Cynwyd, PA, faults Olivetti for the lack of compatibility between its assorted machines as "compared to Qyx's modular upgradable machines which permit the user to move from one level to the next by modules while retaining the same box."

It's questionable, however, whether modularity is attractive to Winegar's prime sales targets. "The appeal of modularity is limited to larger companies," says Gideon Gartner, head of the Gartner Group, Greenwich, CT, an advisor to institutional investors. "Smaller organizations just want a typewriter with certain features. IBM still has nonupgradable typewriters, and that hasn't stopped them from getting 70% of the market."

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A Sibson & Co. survey provided exclusively to S&MM shows that, despite record salary increases, sales and marketing executives are falling behind inflation.

The high cost of keeping up

By JOHN A. FISCHER
Vice President
Sibson & Co.

Companies are reacting rapidly to rising inflation and the growing personal tax burden by adopting larger compensation packages for marketers. That's one of the chief findings of our annual management compensation survey, which shows that the increases are likely to continue well into the 1980s. This year, in fact, the 13.8% salary raise for the top sales and marketing executive is the heftiest in the 16-year history of the survey.

As a group, the 13 sales and marketing positions covered in the survey show a 10.9% increase in salary this year and a 12% jump in salary-plus-bonus (see chart at right). This compares with a 9.9% gain in salary levels, and a 10.9% increment in salary-plus-bonus, pulled down by all sales and marketing positions in 1979 (S&MM, Feb. 4, 1980).

Of course, what seem to be sizeable salary increases are tempered somewhat when balanced against inflation. Although the U.S. Labor Dept.'s Consumer Price Index (CPI) is by no means a completely accurate measure of the rate of inflation, it does put it in perspective. Sales and marketing executives' salary levels are up 10.9%, but the CPI will post a 13.3% rise this year, says the *Blue Chip Economic Indicators* newsletter in its latest survey of economists' forecasts. Thus, the net loss in real dollars is 2% to 3%. The 10.9% increase for marketers is slightly below the 11.3% average increase for all 65 executive positions in our survey.

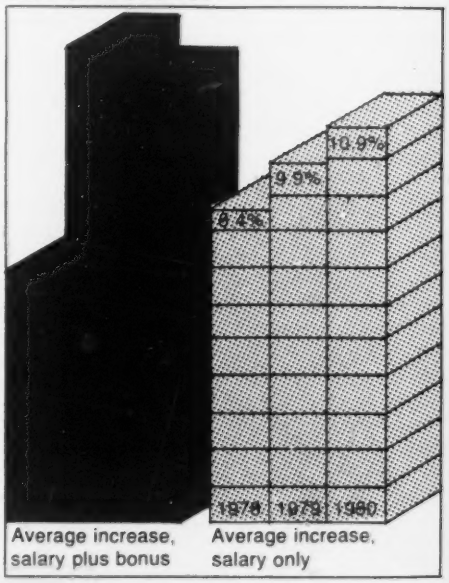
There is a clear-cut separation in pay between the top five sales and marketing executives at firms of all sizes and the other related positions (Table 1). This is partly because bonuses play a much more important role in the total compensation levels for the top jobs.

Contrary to popular opinion, relatively few companies make allowances for geographic differences. Only 12% of the 725 respondent companies pay regional or geographical salary differences to executives. However, the survey indicates that actual salary levels are higher in Northeastern and West Coast cities and lowest in the Southeast.

An analysis of total compensation levels (salary plus bonus) in the 1980 survey shows that the current economic slowdown is having an effect on bonuses. The 12% increase in marketers' total compensation lags behind last year's 13%, and also trails the 12.8% average increase for the other 52 positions in the survey.

The top sales and marketing executive led all other sales

The recession takes its toll on bonuses

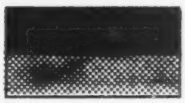


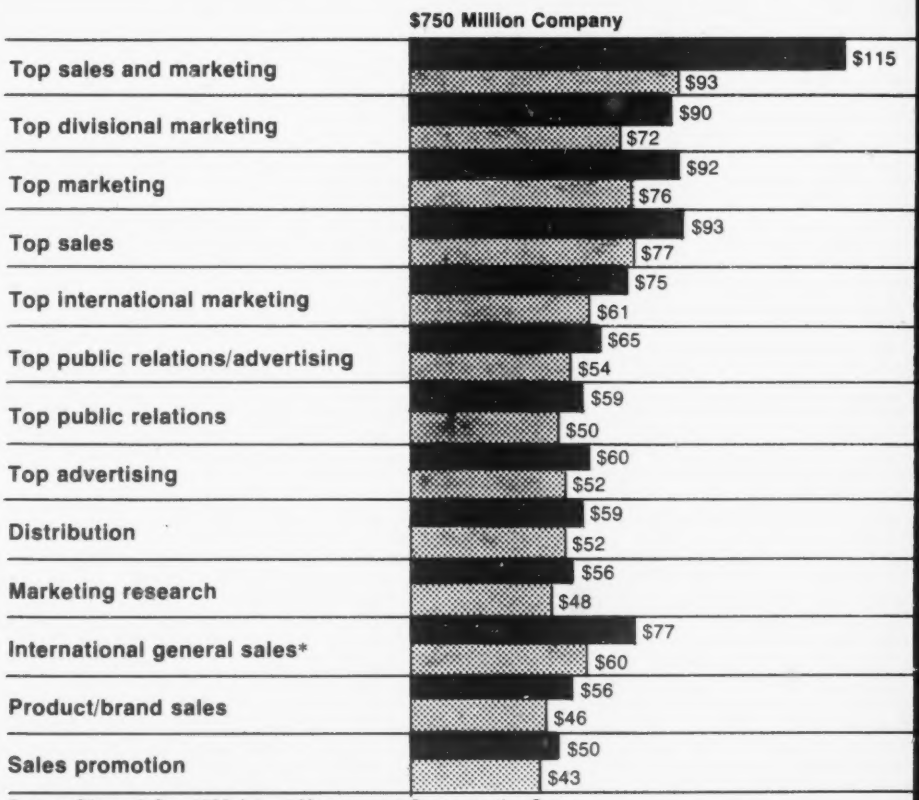
Source: Sibson & Co., 1980 *Annual Management Compensation Survey*.

Table 1

How sales and marketing compensation changes by company size

(Figures in thousands of dollars)

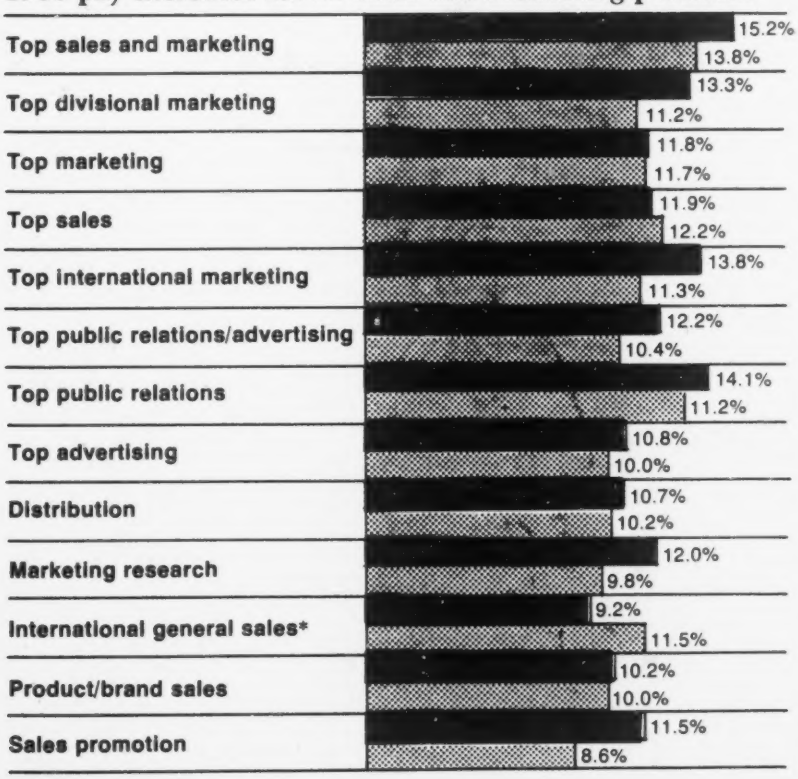




Source: Sibson & Co., 1980 *Annual Management Compensation Survey*.

Table 2

1980 pay increases for 13 sales and marketing positions



*Percentages are based on a small survey sample.

and marketing executive positions in total compensation with a healthy 15.2% increase (Table 2). The other positions that exceed the average 12% gain are: top divisional marketing, top international marketing, top public relations/advertising, and top public relations executive.

Just as salaries and bonuses have escalated, so have long-term tax-efficient plans for executives. These are increasingly important to the highest level executive in the corporate hierarchy, but senior sales and marketing executives also derive sizeable payments for long-term income programs. While the survey indicates that one out of two companies have some type of long-term income plan, stock options are the most widely used device, offered by two out of every three companies that have such programs. The most popular method for administering long-term income awards is granting

$250 Million Company	$100 Million Company	$50 Million Company
$97	$82	$73
$79	$68	$61
$75	$64	$57
$61	$52	$47
$72	$59	$50
$61	$51	$44
$73	$60	$51
$61	$50	$44
$64	$56	$51
$53	$47	$43
$49	$39	N.A.
$42	$34	N.A.
$46	$37	N.A.
$40	$33	N.A.
$50	$43	$38
$44	$38	$35
$50	$44	$40
$45	$40	$37
$48	$42	$38
$42	$38	$35
$61	$50	$43
$48	$40	$35
$48	$42	$39
$41	$37	$35
$42	$37	$34
$37	$33	$31

N.A. Not available *Data based on a small survey sample.

awards to eligible executives on an annual basis. The number of employees included in such plans normally include the top 1%–3% of the total company workforce.

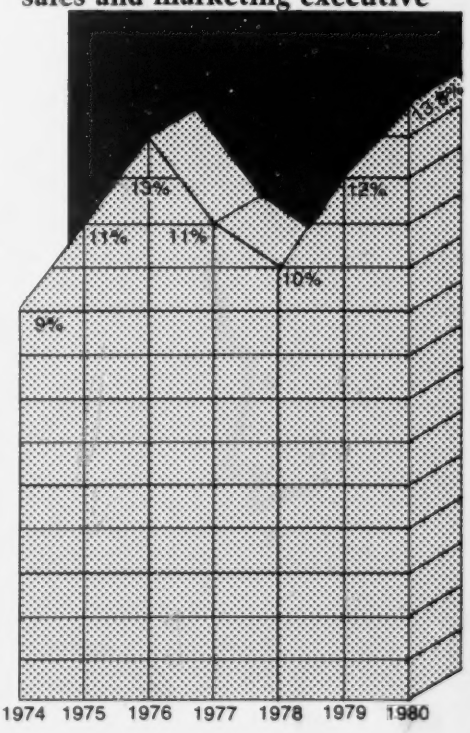
Fringe benefits, once considered a minor factor in compensation, are more important than ever. The survey shows that they represent 25%–30% of the value of the sales and marketing executive's total pay package. Companies increasingly provide supplemental retirement benefits, additional life insurance coverage, and supplemental medical programs to their senior sales and marketing executives.

An in-depth look at benefits reveals that upwards of half the companies surveyed have supplemental retirement and life insurance benefits for senior executives. The most frequent perquisites continue to be the company-paid physical, club dues, first-class air travel, tax counseling, estate and investment planning, and a company car.

If there is one phrase that describes compensation trends in the 1980s it is "keeping up." Although sales and marketing executives got substantial raises this year, they are barely staying even with inflation. As rapidly rising living costs and taxes continue to take a bigger bite out of marketers' paychecks, it will become increasingly difficult for them to come out ahead.

John A. Fischer is a vice president and principal of Sibson & Co., a Princeton, NJ, management consulting firm that specializes in employee compensation and human resources management. This article is based on Sibson's sixteenth annual management compensation survey, which developed data from 725 companies for the calendar year 1980 on 65 top management positions, 13 of which are in sales and marketing.

Salary increases for the top sales and marketing executive



AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

Cut costs, but don't

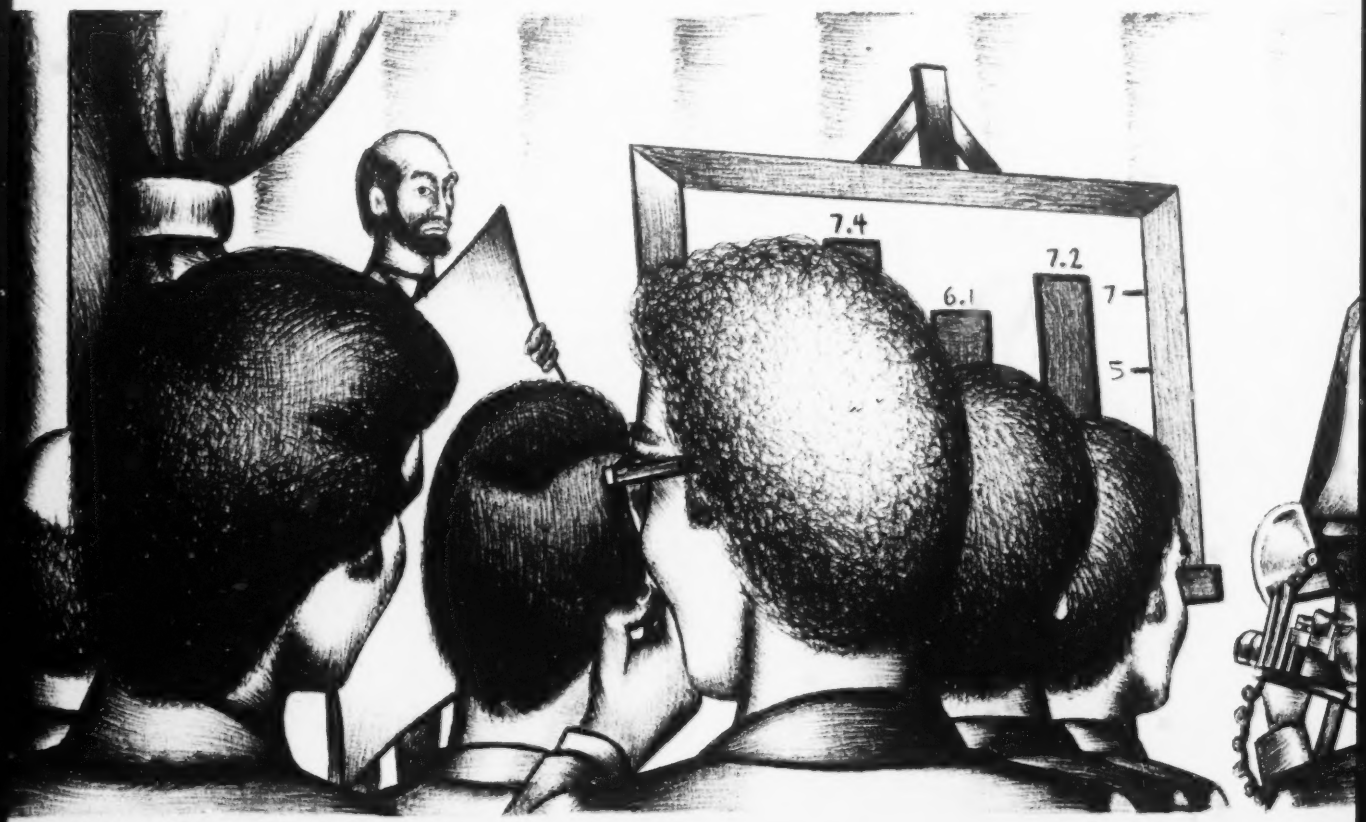
By RAYNA SKOLNIK
Associate Editor

Many sales managers believe that the business portion of a sales meeting should be balanced with liberal doses of recreation and entertainment. The meeting is not just a learning situation, they say; it's also a good opportunity for salespeople and their spouses to get to know each other and develop a family feeling. Also, they see the fun portion of the meeting as another way of thanking the sales force for a job well done.

Other managers believe that sales meetings should be strictly business, and that any recreation wastes the time that salespeople could spend selling, and money the company could spend in half a dozen better ways.

But all managers, whatever their basic beliefs, are casting a sharper eye on meetings in this recession year. Thus a survey sent to 1,000 S&MM subscribers in August reveals that while some companies are holding fewer meetings in order to cut costs, others are actually holding more in order to increase the effectiveness of their sales forces. The key is return on investment, time as well as money.

Fifty-nine percent of the 230 survey repondents say that they have cut meeting costs



cut corners

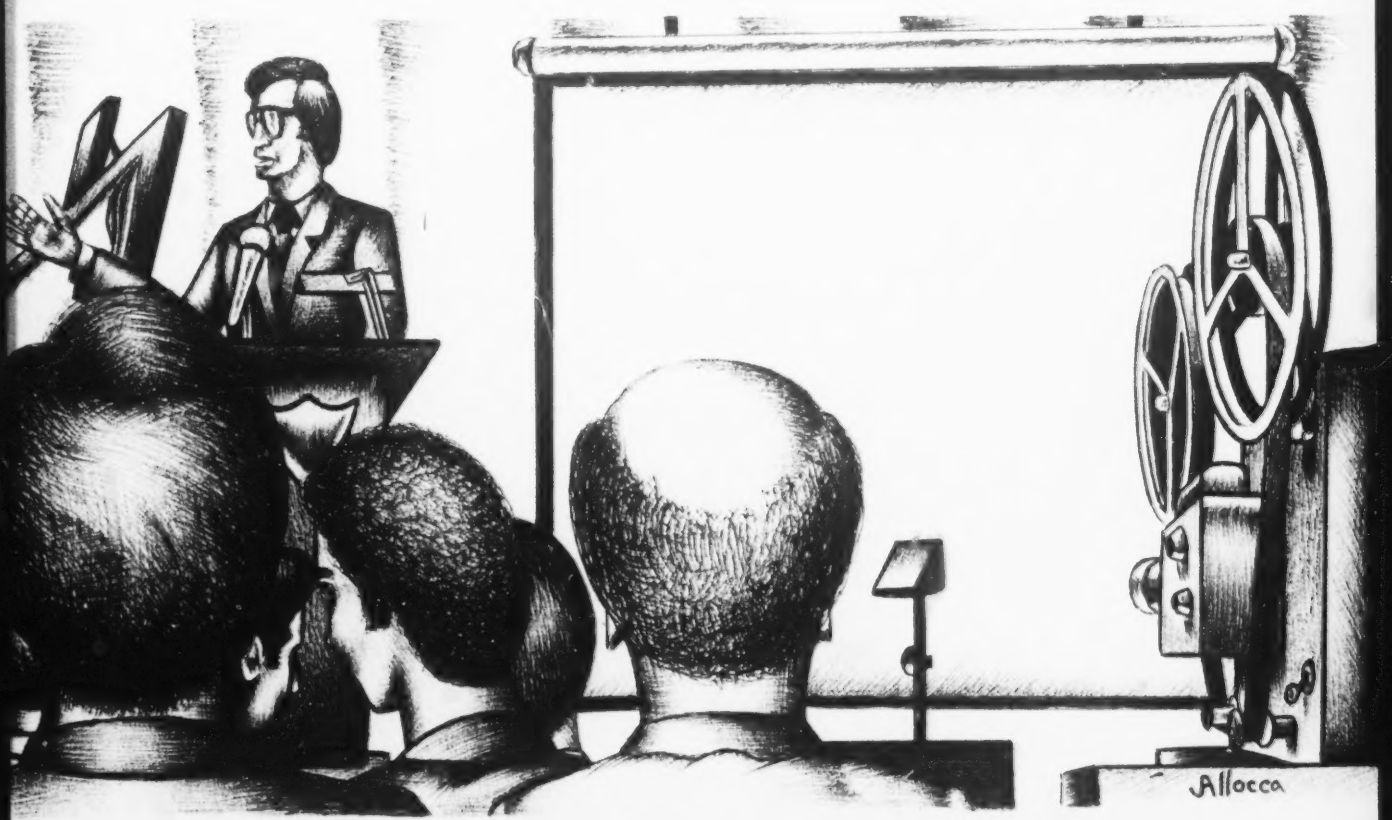
this year (see highlights, page 62). The steps taken most often:

• Shorten meetings. This reduces the time salespeople spend out of the field and the number of nights spent at hotels. Also, shorter meetings are more business oriented and include fewer frills such as banquets and recreational activities, all of which make costs skyrocket.

• Use less expensive facilities. Many respondents compare hotel rates carefully before making a choice. Others avoid "name brand" hotels or use low-priced motel chains. Two respondents require double-room occupancy. Many companies eliminated the cost of facilities entirely this year by holding meetings on a company site.

• Reduce travel costs. Meetings are scheduled so attendees can take advantage of special air fares, such as Super Savers. Respondents also are switching from national to regional meetings, so attendees won't have to travel as far. Some require attendees to drive rather than fly to the site in as many instances as possible.

• Reduce attendees. Spouses are the first to be eliminated, but companies are also reducing the number of technical people at meetings and dropping *any* people whose contri-



AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

bution to the meeting can't be proven.

• Tie meetings to other travel. Meetings are often scheduled just before or just after a convention or trade show that salespeople must attend.

Although the survey reveals a strong trend toward fewer meetings, a significant number of sales managers report an increase in meetings. Some typical responses:

1. The marketing director of a manufacturer of ski outerwear increased his national meetings to three this year, from two in 1979, "to improve product line analysis and input from sales reps."

2. The marketing vice president of a bedding manufacturer increased his regional meetings to four, from two last year, and his national meetings to six, from four last year, giving a succinct explanation: "better communication."

3. The vice president and general sales manager of a meat processor has a compelling reason for increasing his regional meetings to 12 this year, from 8 last year: "More training will be needed to survive the 1980s," he says.

Interestingly, the problems that those and other managers hope to solve by holding more meetings are the same ones respondents mentioned when asked what single element of their sales meetings needed the most improvement:

• Feedback and participation. This was mentioned more than twice as often as the next item.

• Motivation.

• Sales training.

It would, of course, be an oversimplification to say that if companies held more meetings, they wouldn't have as much trouble with feedback, motivation, and training. More meetings aren't the answer; they must also be better. The articles that follow offer suggestions on how to start on the road to improvement.

Highlights of S&MM's survey on sales meetings

1. Do you use your own sales force, independent reps, or both?*

Own sales force	52%
Independent reps	8
Both	40

2. How many people attend your regional and national sales meetings?

	Regional	*National*
1–9	30%	7%
10–24	40	18
25–49	21	30
50–99	6	20
100–149	1	11
150 or more	2	14

Base: Regional, 165; national, 196.

3. What are the approximate annual sales of your company or division?

$10 million or less	19%
$11–$25 million	23
$26–$50 million	20
$51–$100 million	17
$101–$500 million	16
$501 million or more	5

4. Do you use a professional meeting planner from outside your company other than the personnel at the meeting site?

Yes	6%
No	94

5. Is the sales force asked to suggest topics for the sales meeting?

Yes	75%
No	25

6. How often are the following included on your sales meetings agenda?

	Always	*Often*	*Sometimes*	*Never*
Sales training	45%	35%	16%	4%
Product introductions	41	48	11	0
Information on competitors	35	41	23	1
Sales progress reports	59	24	16	1
Product promotions	40	43	15	2
Motivational talks	30	32	35	3
Recognition or awards for salespeople	25	30	38	7
Announcement of incentive programs	12	28	44	16
Sales force feedback	65	28	7	0

7. How often do you hold sales meetings at a company site, and how often do you hold them at a noncompany site such as a hotel, resort, or conference center?

	Company Site	*Noncompany Site*
Always	10%	24%
Often	30	41
Sometimes	50	33
Never	10	2

Base: Company site, 200; noncompany site, 213.

8. Have you tried to reduce meeting costs this year?

Yes	59%
No	41

*Except where noted, figures are based on 230 responses.

AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

Ingersoll-Rand trains for professionalism

Kellstrom tells salespeople that their business will expand.

There were some uneasy people at Ingersoll-Rand last fall. A new sales force, Field Compression Sales, had been formed to pursue the oil-production business, a new market for Ingersoll-Rand. The salespeople in the Gas Compressor and Turbo Machinery groups, which have a common sales force, were to continue to concentrate on the process industries. Because Field Compression salespeople would be working for the Gas Compressor Group, the sales forces feared they would be competing with each other for some of the same sales.

"We had to show that we were going to expand everyone's business," says Arne Kellstrom, vice president, product management, Gas Compressor Group. Management felt that could be done most effectively during the next national sales meeting. "Unless you talk to people as a group," Kellstrom explains, "it's hard to get them to understand and agree."

Thus management set the following primary objectives for the national sales meeting:

- Sharpen each salesperson's perceptions of his job, role, functions, and duties.
- Give each salesperson an improved understanding of the products and markets of each of the groups sponsoring the meeting.
- Foster improved communications and cooperation between the salespeople, managers, product group marketing forces, and the plants.

Besides the sales force of the Gas Compressor and Turbo Machinery groups, which cosponsored the meeting, attendees included the sales forces of the Field Compression and Parts & Repairs groups, for a total of 180 people.

Although the meeting had been scheduled even before Field Compression Sales was formed, intensive planning began in October 1979. The meeting was held Mar. 7–11, 1980, at the Inn at Turtle Creek in San Antonio. Ingersoll-Rand used an outside meeting planner, Saxton Communications Group, New York City, because, Kellstrom says, "We wanted an objective, professional group, one that could provide ideas beyond our scope."

Each day of the meeting had its own theme specified in the agenda:

- Day One (Friday): Arrival Day (the program included a reception and the keynote address)
- Day Two (Saturday): Sales Training Day
- Day Three (Sunday): Sales Management Day
- Day Four (Monday): Sales Training Skills Day
- Day Five (Tuesday): Goals Day.

Each day was broken down into units, 95 in all. For each unit, the agenda listed the actual time slot, plus time length and a brief description of the

AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

session. For example, the listing for Unit 55 reads:

5:00–6:00 p.m. (60 min.) Workshop II: Marketing and Selling Profile—Section 5 (including wrap-up by workshop leader and logistics).

There was some nuts-and-bolts product training, Kellstrom says, but the major emphasis was on professionalism. Paul Micali, president of the Lacey Institute, spoke to attendees on professional selling skills; time management was covered by Dr. Larry Baker, director of the Time Management Institute. A film was used to give instruction in the art of negotiating with customers.

A common problem at sales meetings is getting feedback from the sales force. Kellstrom says that Ingersoll-Rand dealt with that situation continually. For example, attendees were divided into six groups for each of the one-hour product seminars. At the end of the hour, the groups switched, and this was done until everyone had attended each seminar. "By breaking into small groups and changing the subject, you encourage participation," Kellstrom says. "You couldn't get that from a big group in an auditorium."

Also, there was a question-and-answer session each day. Salespeople jotted down their questions and handed them to the panel of experts: company people representing manufacturing, engineering, marketing, and finance, plus the outside speakers. After the panel had answered the day's questions, there was an open forum.

The three main meeting days—Saturday, Sunday, and Monday—ran more than 12 hours each, with every minute accounted for except 40 minutes of free time before dinner. That's one reason spouses weren't invited (the other was cost). "There wasn't time for people to enjoy the area with their wives," Kellstrom says. "Besides, we were interested in training, not having people get to know each other better." There were no complaints about the working weekend, probably because salespeople are on commission and were just as happy not to spend too many days away from their customers.

But the planning, the long days, the hard work, and the cost (more than $300,000 for everything from travel to food to artwork) paid off. As a result of the sales meeting, Kellstrom says, "Our sales forces now understand the company's goals, and they know we have the products and talent to reach those goals." He adds, "People feel good about the exposure to professionals, and they came away with a great team feeling." And, not incidentally, sales are more than 30% ahead of last year's.

Federal Express's meetings connection

"Now when you go out of town, you don't have to be out of touch" proclaim the ads for Hotel Pak, an overnight package-delivery service begun by Federal Express last month. Hotel Pak materials and instructions are standard supplies in guest rooms of participating hotel chains. If you're not a guest, but are attending a meeting at the hotel, you can still use the service to mail such items as meeting reports, questionnaires, or slides back to your office. Marriott was the first hotel

Hotel Pak speeds mail from hotel to office.

chain to offer Hotel Pak; Hyatt, Radisson, Western International, and Howard Johnson have also signed up, and Hilton will do so this month.

To use the service, a guest presents a completed Hotel Pak voucher to the hotel cashier, who packages the material for shipment and arranges for pickup. The charge for an envelope that holds 2 lb. is $23; for a box or tube holding 5 lb., $28. (Comparable charges for material shipped from an office are $20 and $25.) Special arrangements can be made for packages up to 70 lb. Payment is by cash or credit card, or a hotel guest may charge the cost to his room. As with all Federal Express shipments, delivery is made by noon the next day.

AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

Regional meetings give L'Eggs a leg up

By BILL CALDWELL
Vice President, Sales
Hanes DSD

When L'Eggs was formed as a division of Hanes in 1969, we were a small, homogeneous group. Most of our sales meetings were little more than informal gatherings to clear signals and to make certain that everyone was brought up-to-date on new-product information and organizational changes. Our first national sales meeting, in 1970, could have been held in my living room in Winston-Salem, NC. Sales that first year were about $7 million and we were doing business in fewer than five states.

By 1973, however, we had become the largest manufacturer of pantyhose in the U.S. and were doing business nationally. With the company growing at such a rapid rate, it was a challenge to keep our information system progressing as rapidly as our sales and distribution systems. There was an obvious need for periodic national gatherings to coordinate our sales operations.

Thus for four years we held three-and-a-half-day national meetings at traditional meeting sites in such places as Florida, Puerto Rico, and Arizona. We think they achieved the objectives we had set. Nevertheless, over a period of time we wrestled with the problem of the cost of the meetings and what may have been an even bigger problem for our company: having our best people out of the field for at least four days.

One of the innovations that has distinguished L'Eggs, and in great measure has accounted for our phenomenal success, is our direct-store-delivery (DSD) system. DSD means that we stock and maintain the displays in the stores, replenishing inventory as it sells off the displays. Taking our people out of the field significantly undermines our sales productivity for that week. The difference shows up dramatically on the computer printouts that record our product movement.

Added to that is the cost of conducting meetings—air travel, food and lodging, hospitality, sales presentations, and so on. With inflation, it just got to be more than we could afford for what we were getting out of the meetings.

A further concern was that the very people who attended the meetings already spent most of their time travelling. Asking them to spend four more days away from home was adding insult to injury. If they didn't want to make one more trip and we didn't want to incur the expense of the meetings or lose sales while salespeople were out of the field, then why were we doing it? We decided it just didn't make sense. Thus we have adopted a combination of national meetings for our top field managers and regional meetings for our local sales forces.

We now hold four-day annual meetings for our senior field staff—regional and district sales managers—at Winston-Salem headquarters. Vice presidents and directors also attend. At those sessions, we brief everyone on all aspects of future marketing programs and new product introductions. In addition, we conduct product training sessions and budget development seminars. We make sure that attendees have all the information they need for their local salespeople.

As soon as possible after the national meeting, but no more

Bill Caldwell is one of the original members of the L'Eggs management team and has served as midwest regional manager and director of sales. He is now vice president, sales, Hanes DSD, the direct-store-delivery division that handles sales and distribution of L'Eggs pantyhose, L'Erin cosmetics, and Starbooks.

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A REASON FOR EVERY MEETING

than two weeks later, the field managers call one-day meetings, generally at airport hotels centrally located in their regions. There are five regional meetings; an average of 25 people attend each one. (These meetings do not include our 1,000 route sales representatives, who do not have direct sales responsibility). We also send a representative from headquarters to each of those regional meetings. We think this approach gives a more personal touch to the sessions and allows the field managers to localize the information that we present to them. It also reinforces the leadership role of our field managers in the development of their sales forces.

We have found that these regional meetings are much more cost efficient than our former national meetings. The sessions allow most of our people to fly in in the morning and leave in the evening, thus eliminating the cost of food—other than the lunch we serve—and lodging. It means we don't have to launch extensive entertainment programs or put on expensive multimedia sales presentations.

There is also a different mental attitude at the regional meetings. Because they are brief, brisk, and businesslike, and are held at an airport, there is a whole different tone. Once the meeting is called to order, we get right down to business; everyone realizes that we have to get through the material that day so that people can make their connections to get home that night.

Have we lost any of the sizzle by not getting our people together on the national level? We don't think so. Our salespeople don't seem to need pep rallies. They like being out there with their customers and they really hustle. And they like what being in the field does for their year-end sales results. As we look at the sales figures in this, our tenth anniversary year, we like the results, too. S&MM

S&MM NOTES

Her territory's a jungle

Literally. Thus an Avon sales rep in Brazil now gets a special boat allowance so that she can reach target customers who live on the banks of the Amazon River. Now that's going the extra knot.

WE HAVE A BRAND NEW CONVENTION CENTER FOR WORKING.

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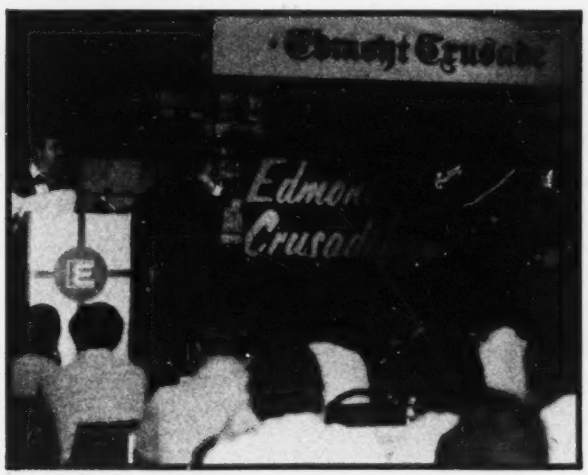
AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

Edmont crusades for sales

What better way to introduce a product named Crusader than to turn salespeople into knights with a mission? Edmont-Wilson, a division of Becton, Dickinson, did just that when it introduced the Crusader industrial glove to its 33 territory managers and 4 regional managers during its annual sales meeting in September. The meeting theme was "Edmont's Crusade '81," the background for the presentation was a castle specially built for the meeting, and each "knight" attending was given a personalized battle flag for the crusade into the marketplace.

One full day of the 2½-day meeting was devoted to the new product: features and benefits, positioning, strategies for calling on distributors and end users, and controlling such problems as product misapplication. The remaining business sessions included a review of the division's other glove products and its industrial clothing line.



Edmont's Crusade '81 (clockwise from photo above) gets underway as general sales manager Bob Head lowers the drawbridge of the castle used as a background.

"King Arthur" (Larry Fullen, director of market management) dubs the new glove Crusader.

"Sir Lancelot" (Ken Dooley, market development manager) and King Arthur prepare for the initial product demonstration.

In one of the small group sessions, Bruce Larson, new product manager, gloves, discusses sales-support literature for the Crusader, assisted by Ed Bonin, Boston territory manager.

(continued on page 80)

AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

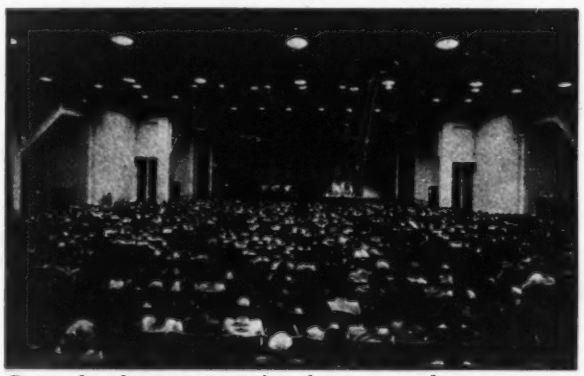
"Merlin" (Ed Ryan, director of marketing communications, r.) tells the attendees about the magic he will work with the ad campaign and support materials for the Crusader. Assisting him are, from left, Kay Rucker, advertising coordinator; Pat Dinan, supervisor, advertising services; and Bain Malone, president, Norman Malone Associates, Edmont's advertising agency.

Each "knight" receives a personalized battleflag as a souvenir of the meeting.

Parties in Tupperware's own home

When Volvo management needed space to introduce 18 cars in its 1981 line to 1,500 U.S. and Canadian dealers last month, it chose the Tupperware Convention Center. The dealers gathered in the auditorium for a massive multimedia show, which climaxed with a Volvo "flying" down onto the stage while the Florida Symphony played in the background. When the dealers left the hall, they found the 18 new cars displayed in a plaza that they had seen empty only an hour before. Russ Blair, vice president and marketing director of the convention center, says four days of preparation were needed for the meeting, which lasted three hours.

The convention center, which is adjacent to the international headquarters of Tupperware Home Parties (a division of the newly formed Dart & Kraft's Dart Industries subsidiary), can obviously handle extravaganzas. But it can also gear down for small meetings. The main conference hall can be used for a meeting of 1,800 people, can be divided into three separate rooms (each with its own sound system), or can be used as an exhibit hall with up to 130 8′×10′ booths. Two adjacent rooms can be used for smaller meetings or break-out sessions. The auditorium has fixed seating for 2,000, a stage with a 48′×24′ proscenium, professional sound and light equipment, and six furnished dressing rooms. The dining room can accommodate 2,000 at 10-seat tables, or can be set up for buffet service.



Room for the greatest sales show on earth.

Located 15 mi. south of Orlando, the convention center is convenient to many attractions that can fill the nonbusiness hours, including Walt Disney World, Sea World, Circus World, and the Kennedy Space Center. Another option: tours of Tupperware headquarters.

AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

Meet your goals with distributors

By LAWRENCE L. POWELL
President
Powell Tool Supply

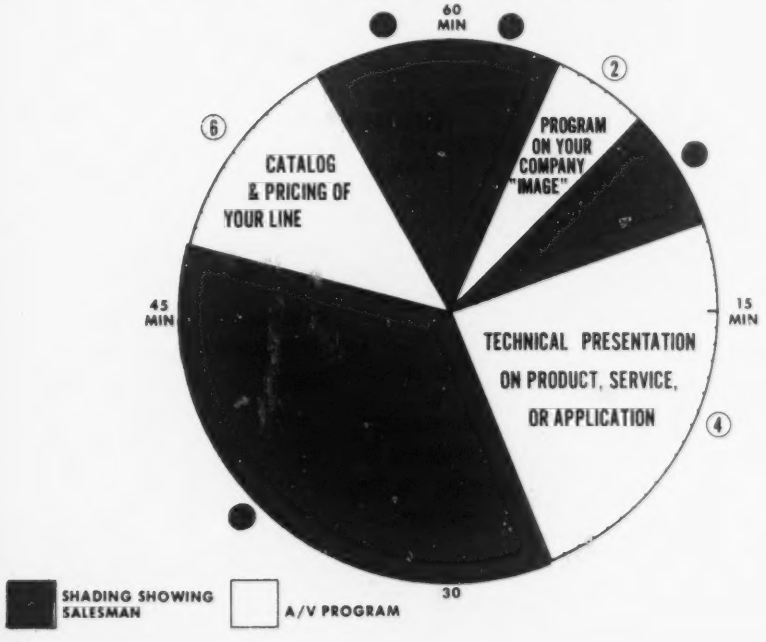
Field salespeople are excellent at one-to-one selling. They can answer questions and meet objections. But many of them are terrified when they have to stand in front of a group and conduct a meeting. Most of the sales meetings they run for distributors are therefore not as good as they should be.

Yet your local salesperson should conduct such meetings, for two reasons: (1) Everything that boosts your representative's prestige with the distributor will give the distributor's salespeople more confidence in him and more reason to work with him, and will thus get you more distributor sales time. (2) Running meetings gives your salesperson experience in a valuable selling technique: group selling.

The objective, then, is to use your salesperson in the selling role that he is used to and in which he excels. In the presentation, where he may be hesitant, provide the tools to do the job: automated audiovisuals that will handle the straightforward presentation of information. Short AV sections will reduce the time that the salesperson is in the spotlight. Also, while the AV portions are running, he can sit quietly and gather his thoughts for his next part of the presentation.

What follows is an outline of a one-hour meeting using that approach. The pie chart (at left) gives a visual representation of the meeting segments.

ANATOMY OF A SALES MEETING



1. (live presentation). The manufacturer's salesperson (the moderator) thanks the distributor and his salespeople for the opportunity to conduct the meeting and introduces any manufacturer personnel who are present. He then outlines the meeting plan, saying something like the following:

Gentlemen, this evening we are going to see some films showing our plant facilities in (city), (state). We are proud of our modern plant and our ability to produce a top-quality product. In the film, you will see some of the faces behind the voices you hear on the phone when you call our company. During this program, you will also get to know the people who back us up and keep us ahead of our competition. We will look at some typical manufacturing problems and will ask you to give your own ideas on solving some of them. There will

AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

be hands-on product demonstrations, and you will get a look at some of the products that will be introduced to your customers in the near future.

2. (audiovisual). This section is an automated slide program, with synchronized music and narration, showing the plant, machinery, and personnel, including the customer service people who are in direct contact with the distributor and his customers. The moderator can touch on company history, if desired, and establish an image in this section.

3. (live). The moderator hands out brochures, specially prepared for this meeting, which have technical information not available in the product catalogue. He uses the same artwork as in the AV program and similar copy, plus some questions. At this time, responses to the questions should be written on a blackboard or lecture pad, without correction. The objective is to have the distributor salespeople think about these problems before the technical sessions, so that questions can be raised that will be answered by the program. This sets up a better learning situation than presenting the program cold.

4. (audiovisual). A synchronized narration with slides presents the technical portion of the meeting. This is the time to talk about the vocabulary of your specific products. One way to do it is to use close-ups of the products, with artwork showing the specific areas being discussed.

5. (live). The moderator refers to the responses that were writ-

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AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

ten on the board or lecture pad during Section 3. Each of the distributor salespeople discusses his responses in the light of the technical session; if he missed the proper recommendations, where did he feel he was wrong? The moderator will answer any questions that have come up during the technical part of the program. During this section he can also refer to the individual frames in the AV program and elaborate on areas that might not have been understood.

In Section 5, after the questions have been answered to the moderator's satisfaction, the group moves to a hands-on session. Each type of product lends itself to a different demonstration. Work pieces, along with cutaway models or demonstration kits, should be available. Each salesperson should be personally able to use the product or at least hold it and examine it.

6. (audiovisual). This part of the program should emphasize the catalogue as a selling tool. You could, for example, go into the reasons why certain tools are in certain areas of the catalogue, how the catalogue is laid out, and how the products are priced. New tools being developed could be mentioned. Use shots of R&D and show samples of the new products and perhaps a couple of shots of the lab demonstrating that you are an aggressive company working to keep at the forefront of your industry.

7. (live). The moderator summarizes what has been accomplished in the meeting, asks for suggestions from the audience as to how the program can be improved, hands out an evaluation sheet, and answers any final questions.

Larry Powell, president, Powell Tool Supply, South Bend, IN, is chairman of the joint Educational Aids Committee of the National Industrial Distributor Assn. and Southern Industrial Distributor Assn. (NIDA/SIDA). The suggestions he gives here were the basis for a recent NIDA/SIDA workshop for marketers on training distributor salespeople.

Computerized compatibility

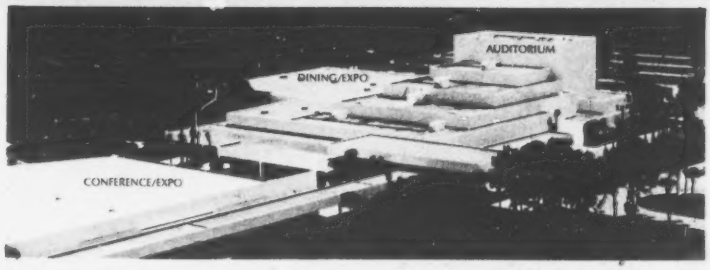
Salespeople can start learning even before the sales meeting with the help of an Alter Ego hand-held computer. Phoenix-based Arizona Digital, marketer of the $24.95 Alter Ego, suggests incuding a questionnaire with 48 pairs of meeting-related questions in the meeting announcement. Salespeople bring their answers to the meeting.

At registration, everyone receives an Alter Ego with instructions on entering the answers. During the cocktail hour or other social gathering that opens the meeting, salespeople compare answers by literally touching computer to computer and pushing a button that turns the devices on. An electronic reading indicates the percentage of their agreement.

Two computers compare answers.

Obviously, this gimmick helps salespeople get to know each other. But even more important, it gets them talking about the subject matter of the meeting.

Orlando, Florida has over 30,000 hotel rooms, but only one convention center



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AN S&MM SPECIAL SECTION

A REASON FOR EVERY MEETING

Brand-Rex blends meetings and exhibits

By GEORGE C. GRAEBER
Director, Marketing & Engineering
Brand-Rex

Sales meetings are often so embellished with hype and gimmickry that they fail to accomplish their mission, which is to educate and motivate the sales force. At Brand-Rex, although we don't neglect the fun part of a sales meeting, we make sure we get our message across by using a combination of technical sessions and trade show exhibits.

Brand-Rex is a $250-million supplier of interconnection materials and components. At the 1980 sales meeting of the Electronic & Industrial Cable Div. (E&I), one of eight Brand-Rex operations, 200 field salespeople had a chance to interact with the total Brand-Rex family. The meeting, held Tuesday through Friday, Sept. 30–Oct. 3, at Dunfey's Conference Center, Hyannis, MA, featured two days of technical sessions, a one-day trade fair with 30 exhibit booths, nightly banquets, awards presentations, and entertainment.

During the technical sessions, which were for E&I only, 18 product, manufacturing, and industry managers spoke to the field salespeople about the division's line of more than 100 wire and cable products. Each presentation incorporated a variety of audiovisual tools showing manufacturing and production processes. Equally important, they showed the faces of the people responsible for taking a product from the drawing board to the customer's door.

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Rex were represented at the trade show. Exhibits, similar to those at industry trade shows, were designed to educate and inform attendees, as well as invite participation through a variety of attention-getting techniques. For example, the product development department, using a computer-based game, challenged attendees to answer a series of technical questions testing their knowledge of materials used in cable manufacture. Our advertising and public relations agencies, Creamer, Inc., and Creamer Dickson Basford, further taxed people to match wits with computer space invaders attacking from two TV screens mounted in a giant reproduction of Creamer's newest ad for the firm's nuclear-grade control cable.

In addition to the Brand-Rex division and department exhibits, corporate departments such as finance, personnel, and advertising had booths at which they explained their respective functions and responsibilities.

One highlight of the entertainment programs was a Gen. Patton–style presentation from George C. Scott lookalike and motivation consultant Simon Wilder, who spoke during the awards banquet. Lighter fare included a 50-man barbershop chorus and a seven-piece Dixieland band.

If increased sales are any measure of success, the 1980 meeting and its predecessors have been effective. Total Brand-Rex sales have more than doubled since 1975. E&I Div. sales alone jumped 270% in that time and now account for one-third of Brand-Rex corporate sales.

George C. Graeber is director, marketing & engineering, of Brand-Rex, Willimantic, CT, an Akzona company. A member of the Connecticut Professional Engineers Assn. and the Institute of Electrical and Electronics Engineers, he has held several engineering and marketing positions since joining Brand-Rex in 1970.

Charles R. Rowland, Sales Administration Manager, Morton Salt, Division of Morton-Norwich

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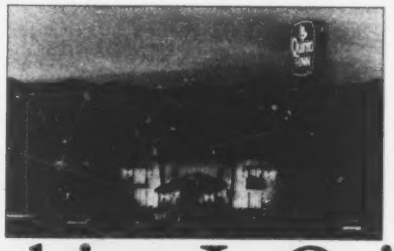

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S&MM
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DECEMBER 8, 1980
A BILL PUBLICATION
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S&MM SPECIAL REPORT

SALES & MARKETING MANAGEMENT

12/12/80 C 1200-1 U

Managing costs for more productive selling

The path to higher profits is best cleared not with the meat axe of indiscriminate cost cutting but the scalpel of creative management. Some of the key ingredients: better assessment of customer potential, use of a well-trained telephone sales staff, and recognition by sales managers that they can be one of the chief obstacles to progress. Page 35.

Inside Out

Shopping by computer. Thanks to a former IBM executive, San Diego shoppers dial a data bank for where-to-buy-it information. Page 10.

Ronson's gift. After floundering in cigarette lighters, shavers, and appliances, it's trying pens. Page 10.

Sales meetings. To sharpen their note-taking, salespeople are advised to jot down summaries of newscasts before attending a meeting. Page 11.

A rag for the rich. If you're in the market for a yacht or a used Rolls-Royce, try *The Robb Report*. Page 11.

S&MM Barometer. There's little hope for a sharp upturn in industrial production. Page 13.

Sternson builds sales. A Canadian company is out to make a name for itself in structural grouts. Page 16.

Big time for Bonzo. Even before Ronald Reagan enters the White House, his former co-star is a hit in novelties. Page 17.

Letter from Tokyo. Much of Japan's feudal culture remains, but prices have caught up with the times. Page 23.

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COMING UP NEXT

S&MM's Annual Awards Issue

Preview on page 21.

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What's coming up

Sixth Annual Awards. Which marketing organizations have been most successful in their industries in 1980? The winners will be profiled in S&MM's Annual Awards Issue. This time around, S&MM's Special Citation goes to an entrepreneur who created a multimillion-dollar company not once, but twice. Jan. 12.

An S&MM Special Section: Trade Shows. More than ever before, trade shows are in flux. Trends include the growing number of regional shows and new exhibit techniques. Included: Should you exhibit . . . or not? Jan. 12.

Turnaround. After years of aimlessly pursuing its industrial markets, Corning Process Systems' North American Group is getting on target with new products and upgraded field selling. Feb. 2.

Survey of Selling Costs. New features enhance the 1981 edition to help managements contend with field sales costs. Included are data on what companies actually pay per month for such basic expenses as meals, entertainment, lodging, and the like. Feb. 23.

VOL. 125, NO. 8

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ABP MPA BPA ABC

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AN S&MM SPECIAL REPORT

35 **Managing costs for more productive selling**

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Let's repeal the 80-20 rule
A case study in sales force productivity
Air-Shields guards the till
Jaundiced eye
One way to beat the high cost of selling
Give the salespeople light and they will find their way
Mid-Continent keeps costs bottled up
Controlling territory time costs
Telephone + Computer = Hot Leads
A funny thing happened going to the computer store

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advice to them is to listen to a ½-hour news program and jot down brief summaries of each item in the newscast. The next day, they should check to determine if their notes accurately convey their true impressions of what they heard. "Practice until you can take notes you can trust," Tarnoff advises his readers.

The booklet is an unintimidating 12 pages long, which increases the chances that salespeople will read it and learn from it. It may be ordered from The Meeting Place, 401 N. 4th St., Fairfield, IA. The price is 75¢, with discounts for quantities over 100.

TELEPHONE SELLING

Long Lines' new number

Dial-It Services, a part of AT&T's Long Lines Div., now allows phone customers to call 900 area code numbers from anywhere in the country and either hear a short, recorded message or engage in informal polls. Companies "renting" a number pay up to $2,000 a day depending on how much of the country is covered; whoever dials a 900 number pays 50¢ while 800 numbers stay free.

Fred Weismuller, new products manager, notes, "Our targets are networks, broadcast media, and advertisers." Possible uses for the service cited by Marilyn Cappell, group product manager:

- Companies can relate messages about such things as beauty care or baby care using a celebrity announcer.
- Advertisers can give callers more information about advertised products or services.
- Simon Kreiger, product

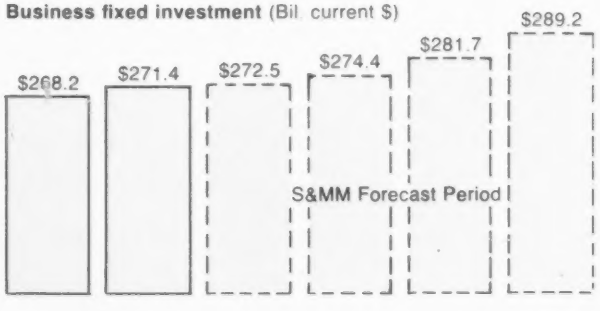
S&MM BAROMETER

Plodding pace for industrials

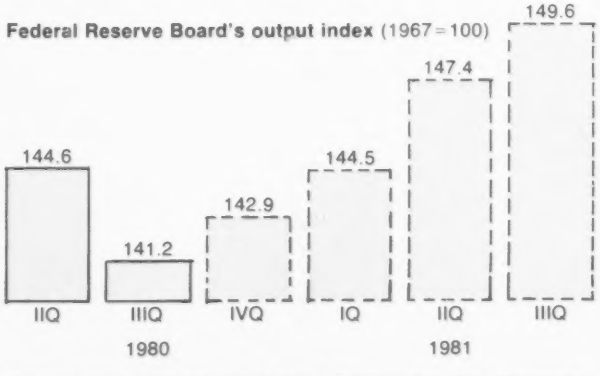
Even with a change in the White House, there seems to be little hope of a sharp upturn in industrial production. For one thing, tax cuts promised by the incoming Reagan Administration won't completely offset built-in tax increases set to go into effect next year. For another, with such key end-user markets as autos and housing facing rising interest rates and consumers with pinched real incomes, businesses that depend on them won't be boosting output or spending at fancy rates.

S&MM's Barometer projects output rising only 1.1%, 2.0%, and 1.5% through 1981's first three quarters, respectively. Such modest gains will leave industry with considerable unused capacity, which will not encourage capital spending. McGraw-Hill's capital spending survey projects a 11.9% gain in 1981 but, as chief economist Eric Herr notes ruefully, with prices expected to surge 10.1% that leaves a real gain of only 1.8%.

Business fixed investment (Bil. current $)



Federal Reserve Board's output index (1967=100)



Sources: Consensus forecast of Chase Econometrics, Data Resources, Inc., Evans Economics, Goldman Sachs, Manufacturers Hanover, Merrill Lynch Economics, A. Gary Shilling & Co.
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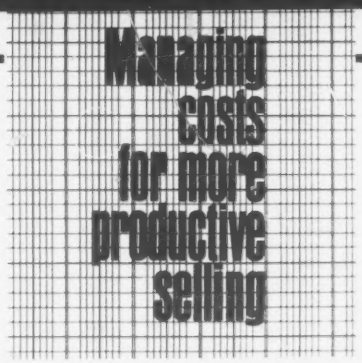
S&MM SALES & MARKETING MANAGEMENT
SPECIAL REPORT

Managing costs for more productive selling



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A selected bibliography

Managing Costs for More Productive Selling

The high cost of not managing

By MARTIN EVERETT
Managing Editor

At the very moment you are reading this Special Report on productivity, a dauntless executive with a major industrial corporation is putting together a proposal for an ambitious in-house selling program in his company. Many field sales and service functions will be brought into headquarters; systematic computer analysis will select accounts for followup by skilled telephone salespeople; a number of field salespeople will be assigned to key accounts, and the remainder will be given the choice of joining the in-house force or departing.

The executive, who understandably prefers to remain anonymous, is not in sales but customer service. Like those who have proposed similar ways to increase productivity at other companies, he faces a formidable obstacle: the sales department. "You'd better sell it to the guys in sales first," he was advised. "Without their approval, top management won't be interested."

One reason that the sales function these days often is reshaped by forces outside the department is purely financial, of course. As Dr. Charles W. Stryker points out in his case history in this Special Report, it is difficult to think of any area of business that has undergone so little scrutiny by top management and the corporate controllers. With the cost of everything from gasoline to martinis moving upward, it's no surprise that the meat axe is falling heavily on sales.

Yet, important as it is to keep expenses in line, effective marketers talk not so much of *controlling* costs as *managing* them. That's because the underlying issue is not the sales budget but the productivity of every member of the sales force. Few sales vice presidents would balk at installing company-funded gas pumps in the front yards of their salespeople if they were convinced it would help triple business with their key accounts. Similarly, courting customers with a round of drinks and golf may sound unsophisticated, but if the corporate controller can be persuaded that he's getting a generous return on investment, he won't complain too loudly.

If anything, all the concern about deploying sales representatives in the field probably masks the basic issue, which is simply that the economy—both in the U.S. and overseas—is changing in ways that add up to a tougher selling climate for everyone. Purchasing managers at industrial companies are forced to evaluate a supplier's products and services in terms of what they can do for the bottom line. Families hardened to the prospect of continuing inflation are being more careful in spending their disposable dollars—if indeed any amount of money still deserves the label "disposable."

This is not to say that anyone can afford to ignore the rising costs of field selling. The accompanying table prepared for S&MM's *1981 Survey of Selling Costs* (to be published Feb. 23, 1981) shows that the rate of increase in cost per call this year has jumped for all five categories of salespeople. The upward pressure on the budget actually is much greater because S&MM's figures take into account only compensation, surface travel, meals, lodging, and entertainment. There is no allowance for administrative expenses, airfare, or advertising and promotion.

Note, too, that the costs shown are median figures from the survey taken by the American Management Assns. and analyzed for S&MM by

Cost per sales call edges ever higher

Type of Salesperson	*Median 1980 Cost Per Call*	*% Increase 1979–80*	*% Increase 1978–79*	*1974–80 Annual Rate*
Account representative	**$58.56**	**4.3%**	**2.7%**	**11.6%**
Detail salesperson	**27.50**	**8.5**	**7.2**	**12.7**
Sales engineer	**60.95**	**15.3**	**10.7**	**8.8**
Industrial products salesperson	**42.95**	**16.1**	**8.0**	**10.9**
Service salesperson	**31.95**	**9.6**	**3.2**	**10.9**

Note: Due to a change in methodology, data shown in prior years were recalculated for purposes of this comparison.
Source: *Sales & Marketing Management's 1981 Survey of Selling Costs*

Technomic Consultants, Chicago. Thus the cost per call for a sales engineer climbed 15.3% this year to $60.95, but this varied widely from one company to another. For example, the middle 50% of companies surveyed had costs for sales engineers ranging from $26.40 to $95.45.

Similar patterns prevail for other categories. The account representative (primarily a consumer-goods title) shows a median of $58.56 per call and a range of $24.40 to $92.90. For the industrial products salesperson, the median is $42.95 and the range $17.40 to $68.50. Overall, field selling costs (*not* including compensation) climbed 11.7% this year for all types of sales representatives. Compensation for field sellers was up even more, by 8.5%.

If consumers are being choosier about what they buy and top management more demanding about financial results, it's only natural that sales and marketing executives must be more selective in how they do business. In some instances, this may take such forms as insisting on minimum orders or more stringent payment plans. At many companies, however, the changes run deeper. Productivity, management concludes, can be improved only if the marketing organization has a precise idea of which customers represent the greatest potential for its products *and* services.

Relying heavily on information from their own computers or from data-services firms, marketing researchers work backward to the requirements of individual companies in a specific industry and determine what products their company can supply to each target account. Not only are their methods more accurate than those used a decade ago, but they are reaching entirely different conclusions from their predecessors.

No longer do they think in terms of supplying all, or even most, of their products and services to every customer. Some companies are deciding that it is not profitable for them to have salespeople calling on any but the largest accounts. Others concentrate on selling to small- and medium-sized companies, leaving the top spectrum of the market to larger competitors.

Unfortunately, this sort of selectivity has not taken hold everywhere. Too often, salespeople are still required to be generalists, responsible for virtually all the marketing functions in their territory. This means that a skilled sales representative sacrifices precious face-to-face selling time by identifying accounts and qualifying them, tasks that might better be performed by an in-house marketing team at headquarters.

But what can be done if the sales force already is selling at a relatively sophisticated level? Consolidate. The Flexible Packaging Div. of Reynolds Metals cut its costs dramatically this year by combining two of its three field forces, then backing up the move with a management-by-objectives program that helped field managers and salespeople analyze their own cost structure. Owatonna Tool, faced with shifting distribution patterns in its markets, carried out a partial consolidation. It retained two separate divisional sales forces up to the district-manager level but combined the upper management so that the company has one national sales manager and eight regional managers who are responsible for both field forces.

For marketers trying to crack a new segment of the market, the temptation to use *someone else's* sales force may be irresistible. Dow Corning, traditionally a power in the market for industrial sealants, has just given its consumer line to Schering-Plough's DAP, Inc., subsidiary, which has a strong entree in the do-it-yourself market (see page 29). The retail food group of Dart & Kraft for years has handled Pillsbury's refrigerated dough products, which are sold from the same dairy cases as Kraft's cheeses. Ocean Spray Cranberries is testing a program to increase its share of the foodservice market by having Heinz handle its line in the West and Southwest.

Such arrangements don't always work out. When England's Wilkinson Sword introduced its razors and blades to the U.S. a few years ago, it gave the product to the Colgate-Palmolive sales force, and for a time all went well. The marriage was dissolved in 1978, however, when Wilkinson decided that it was less expensive to use independent reps. Nabisco earlier this year launched a trial balloon announcing that the 3,000-member sales force of its Biscuit Div. was available for use by marketers of non-competing products. So far, there have been no takers.

If companies can engineer such sweeping changes it doubtless works wonders for sales productivity. But for the most part, once salespeople are committed to the field, improved performance may rest largely with the individual. Take the industrial account representative who convinced his accounts that they would get better service if *they* filled out the 17-part order form while he went about his business. This did a lot for *his* productivity, but no one can say for sure what it did to the purchasing department at his customer companies.

Managing costs for more productive selling

In the name of productivity

Let's repeal the 80-20 rule

By DR. JACK P. DONIS
Prof. of Accounting and Finance, Seton Hall Univ.

Politics seems to be in the air this year, so I'm coming out four-square for a bill that would relieve business from the counter-productive effects of the so-called "80-20 principle." Like all laws, there may be some good in this oldie, but it is time that sales and marketing executives take up arms against this monster of their own creation and neutralize it. It promises to be a desperate battle fought company by company, division by division, and ultimately salesperson by salesperson.

First, let us examine that 80-20 principle as it is traditionally applied to marketing. There is ample evidence that 80% of the sales are realized on 20% of the accounts, and 20% of the sales are realized on 80% of the accounts; and conversely, 80% of the costs are incurred getting 20% of the sales. In every organization, management knows about this disparate revenue-cost relationship. However, it usually is relegated to the same category as the weather: everyone talks about it but no one does anything about it. The few that do something about the principle, however, are the companies that are both higher revenue producers and lower cost operators.

The specific areas where the 80-20 principle is most applicable are: (1) the "hit ratio" of successful sales calls and the size of the order received; and (2) the ability to deliver the materials ordered, i.e., to avoid the "stock-out" problem. There are many other areas where the 80-20 principle is applicable, but these two fall under the purview of sales and marketing management and potentially contain large profit improvement opportunities for both increased revenues and decreased costs. If sales and marketing executives don't shoulder the responsibility, there is the danger that some expense controller will get into the act.

Early in my carecr I *was* an expense controller, and I think back sadly to the typical cost-control approach: wield a meat axe. This was cutting for the immediate benefit of lower selling expense in the misguided belief that all other expenses and sales would go on undisturbed. We tried cutting a sales expense budget by reducing the protection budget. Security expense was reduced by $50,000 as planned, but there was an unfortunate side effect: inventory shortage increased by $225,000 during the six-month period. On the surface, expense was reduced by $50,000, and the $225,000 shortage was buried in the cost of goods sold and charged to the marketing function! This is far from an ideal concept of managed costs. Instead, management should aim for simultaneously *reduced costs* and *increased revenues* by coming to grips with the high costs that exist when the 80-20 principle is adhered to blindly.

Build a data base

The direct selling cost per dollar of sales revenue is frequently out of line. Salespeople wear out shoe leather or burn up tires as they dash from prospect to prospect looking for an order—any kind of order—on the theory that every little bit helps. That is just wrong thinking and bad business. There must be a reasonable relationship between sales revenue and selling cost for each transaction. To achieve this, field salespeople need a data base, which may or may not be computerized.

The data base should contain information on such things are: What is the market? Where is the market? Who are the big buyers? Who are the small buyers? This is the first step in breaking away from the wasteful practice of letting 80% of the costs produce 20% of the revenue. Sales management must say to the sales staff, "we

don't want you to work harder, we want you to work smarter," and then quickly analyze its own performance. In so doing it may discover to its chagrin that it is in the position of Pogo when he exclaims, "We have met the enemy, and it is us!"

If the market is not segmented and the sales staff's efforts are not directed to the potential customers of the right market, of the right size, at the right time, the dismal results should not be blamed on the salespeople. It points a finger right at the management. If 20% of the sales effort and selling costs actually do produce 80% of the sales, and if the other 80% of the costs were properly identified and managed, the result could be startling.

One of two things could happen: (1) the number of salespersons could be reduced sharply, because, with properly directed selling effort revenue would not change; or (2) with the same sales force deployed into the most productive areas, the goal of higher sales and a larger share of the market at no increase in selling cost could become a reality.

Complete correction of the 80-20 rule would thus lead to optimum distribution costs. Unrealistic? It's a worthy goal, and it should become a battle cry. Remember, in football every offensive play is designed to be a touchdown. Why not in selling? The vision of salespeople getting rich and corporations getting richer, can be realized.

Off tackle for more effective selling

There is an assumption implicit in the results claimed for redirection of the sales staff into the right market: that salespeople know the most effective *way* of selling. There are few born salespeople. Most good ones are made (trained) especially when they sell to sophisticated markets.

The untrained salesperson is quickly relegated to the status of peddler. He is unable to comprehend that customers don't buy products or services because they happen to be products; customers buy products or services because they are assets that they can resell at a profit to enhance their return on investment.

How many salespeople are trained to sell profit improvement opportunities instead of the product or service that the company happens to sell? It's obvious that repealing the 80-20 rule with regard to improving sales volume and profitability requires a two pronged attack: (1) data-base development to manage sales direction and costs, and (2) sales training to insure that the sales force goes into the scientifically determined market knowing what it is selling and how to sell it. If these two basic investments have not been made, there is reason to believe that the company is a typical 80-20 operator.

Remember that the cost of achieving the necessary low-cost–high-volume operation is referred to here as an investment, not an expense. An expense is an expenditure for immediate consumption and does not imply future and continuing benefits. Costs that provide future benefits are assets (investments) and are measured by the return they bring; i.e., the return above the cost of the outlay. The waste in 80-20 selling is so high that even a substantial investment is readily justified to correct the situation.

When sales suffer because of inventory problems, don't blame the controller, look to the marketing executive.

Inventory control belongs to marketing

The second area where the 80-20 principle affects the marketing function is in the inventory area. In most companies, 80% of the sales are made on roughly 20% of the inventory, and 20% of the sales are made on 80% of the inventory. Many executives look at inventory management as a financial problem. It is, secondarily. It is first a sales and marketing problem.

It is a truism that companies never seem to run out of slow-moving stocks, only those that are good sellers. To deploy a sales force to take orders for stock-out merchandise is hardly productive. If anything, it can be counterproductive.

In a business downturn, management at all levels becomes cost-conscious and it often turns first to bulging warehouses. Where tight inventory management has been lacking, it is generally found that 80% of the inventory is turning over very, very slowly, and 20% is turning so rapidly that there are constant stock-outs. My own experience in a retail furniture chain led me to wonder if the marketing executive intended to hold on to his modern furniture inventory until it turned into modern antiques. It was little wonder his salespeople couldn't sell because the bulk of the inventory investment was in slow or nonmoving stock.

The marketing man would not face up to his past errors and take his markdowns, liberate the investment so that it could be used to provide inventories where there was demand. Inventories out of balance and control are not the fault of the "damn controller." He is only the scorekeeper and reporter to the operating executive. His function is to make information on inventories avail-

In addition to his academic responsibilities, Dr. Jack P. Donis does management consulting and is affiliated with the Greenhouse Group, New York City, management consultants.

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able to the marketing people, not to manage them. When sales suffer because of inventory problems, don't blame the controller, look to the marketing executive.

Unfortunately, many executives do not consider inventory investment and control a marketing function. It is, or should be, because if a company wants improved selling and higher profit it must make sure the goods are deliverable in the promised time. I have heard many complaints from retrained professional salespeople that, "now that we can and do sell, they can't deliver!" (Actually, this is a slightly censored version of what has been said to me on several occasions).

Today's high interest rates and other carrying costs can readily reach close to 25% of the value of the inventory, which naturally creates pressure to reduce inventories. But if there is any correlation at all between production and sales, there has been no recent production of slow moving stocks. This leaves only one place to cut back: the 20% of the stocks that *are* selling! However, that doesn't make sense because, if inventory cuts are made on what is selling because what *isn't* selling is already filling the warehouse, what is the salesman going to sell? Solution (it will hurt): Take your markdowns and sell the slow-moving inventories so that enough dollars are freed for investment in the 20% selling area.

It should be apparent that there are many factors that must be taken into account when considering managing marketing costs to achieve optimum selling costs. The time-honored meat-axe approach is bad, but it is found near the head of the list of options for the short run. It may be the only short-run option if the past errors of ommission and commission are rampant.

Time and money permitting, a better way is to meet head on the virulent 80-20 principle that insinuates itself into all phases of a company. Don't bother writing your congressman. He can't help. Better to face the fact that it's time for sales and marketing executives to return to fundamentals.

Managing costs for more productive selling

A case study in sales force productivity

By DR. CHARLES W. STRYKER
Principal, Information Management Group, Inc.

In the 1980s, a larger portion of the cost of doing business will be cost of sale. Considering that the cost of one direct sales call today is approaching $200, and this cost is rising at a significantly faster rate than inflation, it is time to take a close look at how these critical sales resources are supported. The key question is: In this changing economic environment, how can sales productivity be improved and what return on investment can be expected?

To present the productivity framework, here is a case study of a major manufacturer of electronic office products with a nationwide market. This company has corporate sales of approximately $100 million and a direct field sales force of 300 representatives. In the productivity analysis, it was assumed that each representative averages 2 sales calls per day or 500 per year. Through a brief analysis of recent sales, it was determined that when sales were made, the average value of the sale was approximately $10,000.

To analyze sales efficiency, a standard for characterizing sales performance must be developed. Figure 1 illustrates the productivity profile I find most useful.

Through an analysis of the productivity profile, it can be seen that only three ways exist to improve sales productivity:

- Increase the total number of calls per year (T) without increasing sales cost.
- Increase the average revenue per sale (S).
- Improve the close rate (C).

For this particular manufacturer, the close rate is 1 out of 15; that is, 15 sales calls must be made to close one $10,000 sale. At $200 per call, $3,000 must be spent in direct sales cost to close a piece of business. The close rate is also interesting from an analysis viewpoint since 14 calls obviously do *not* directly result in a closed sale. It is difficult to find any other standard, accepted business practice where 14 failures to achieve one success is the norm. Certainly, in manufacturing, if 14 of every 15 products produced did not function, the plant manager would be on the carpet in short notice. In our firm's recent analysis of close rate for 30 corporations, the best close rate was 1 out of 10 while the least favorable was 1 out of 200.

Specifically for this case study, three factors—total number of calls (T), average revenue per sale (S), and close rate (C)—are the critical variables to monitor throughout the productivity analysis. To describe the level of improved sales performance that was planned by this manufacturer in the first year of a structured productivity program, the profit objectives should be examined.

Figure 1

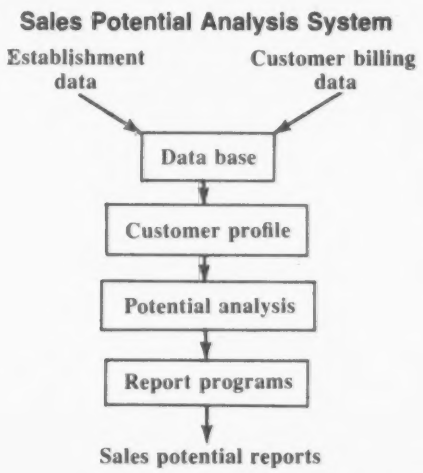
Productivity Profile

Annual revenue (A)	$100,000,000
Number of sales representatives (R)	300
Number of calls per year per rep (L)	500
Total number of calls per year (T=R×L)	150,000
Average revenue per sale (S)	$10,000
Total number of sales (N=A/S)	10,000
Close rate (C=N/T)	1 out of 15

In the first year of the program, this manufacturer included only 10% of his call capacity (T) in the productivity program (i.e., 15,000 sales calls). The remaining 90% of the sales calls were unaffected in the first year. This objective was based on the practical consideration that a program of this type requires a coordinated effort and total acceptance by the sales force. Therefore, in the first year, it was felt that at least 30 of the 300 representatives could be brought into the program in a start-up plan. The objective was to allow the sales productivity program to be evolutionary from the sales representative's viewpoint.

A consultant who has worked with many major corporations on sales planning and analysis, Dr. Charles W. Stryker previously worked for AT&T, Bell Telephone Laboratories, and IBM.

Figure 2



For these 15,000 sales calls, the performance objectives were:

- Improvement of the average revenue per sale to $12,500 from $10,000
- Improvement of the close rate to 1 out of 10 from 1 out of 15.

When considering these modest improvements applied to only 10% of the field resources, the increased revenues would be $8,750,000, or an 8.75% improvement in overall sales performance. More important, these revenues were generated with minimal additional sales cost (i.e., no new salespeople were hired); therefore, the incremental profit for these revenues was much higher than normal.

For this manufacturer, about 30% of the cost of doing business was sales cost and about 10% was profit. Therefore, the incremental profit margin on these increased sales was 40%, not 10%, yielding a gross profit of $3,500,000 as a result of the productivity program. If this profit objective were to be achieved through hiring additional sales representatives, the increased revenues would have to be $35,000,000 to yield the same profit.

Analysis framework

The first step of the productivity analysis is to break the sales process into its basic components. The basic components that I find to be most useful are:

Account identification. This process identifies both customer and prospect accounts contained within assigned sales representative territories.

Account qualification. This process evaluates each account contained within sales representative territories to determine which accounts have sufficient potential to justify sales activity and expense. In addition, this process includes the evaluation of the buying preferences of identified decision-making executives.

Awareness generation. This process increases the awareness level of decision-making executives concerning how this manufacturer's products and services can assist them in more efficiently performing their work functions.

Interest generation. This process creates opportunities for executives to declare interest in this manufacturer's products and services (i.e., sufficient interest to schedule an appointment with a sales executive).

Sales closing. This process leads interested business executives to the point of order. It includes consultative selling, overcoming objections, etc. The result of this process yields a signed contract.

The key to productivity analysis is the examination of each phase of the sales process and development of efficient methods of performing each of the phases. When this was done for the manufacturer in our case study, it quickly became clear that the backbone for all phases of the sales process was the field sales representative assigned to a specific geographic territory. With few exceptions, this field representative was totally responsible for all phases of the sales process from account identification through closing sales. When a detailed analysis of the above tasks was performed for our manufacturer, two key changes were made to improve productivity.

The first change was to implement a Sales Potential Analysis System (Figure 2) to identify and qualify prospect accounts more efficiently. The second major change was to implement direct marketing strategies to generate awareness and interest within targeted accounts.

Sales Potential Analysis System

When the sales process for this manufacturer of office products was examined, two problem areas quickly became apparent. First, field representatives were investing too much time with low-potential accounts. Secondly, because the field sales representatives were responsible for the

identification of accounts, much of their time was spent searching out good prospects. As a result, the time left to spend on the prime selling function was limited. The approach used to improve this process was to implement a computer-based sales potential sytem to support the identification and qualification tasks. This system combined two data sources to form the database of customer and prospect information.

The first of these two sources was information culled from historical billing files. This information identified those businesses that have historically purchased the office products sold by this manufacturer. The information gathered included account identity data (name, address, etc.) and purchase-related data (model, price, quantity, etc.).

The second source of data was information describing meaningful characteristics about current customer and prospect accounts. The factors that proved important in identifying potential for this particular manufacturer included:

- Demographic data—industry classification, size, location.
- Corporate affiliation—headquarters, subsidiary, branch.

The historic billing data and establishment data were then combined to yield a file of information on customer and prospect accounts. Once the data were organized, the information was processed to allow estimates of sales potential to be calculated for each customer and prospect. There are several possible methods used to calculate sales potential; however, all of the methods are composed of a two phase process.

The first phase is the development of a customer profile. The purpose of the customer profile is to determine the business characteristics of high-potential accounts. These methods rest on the common-sense foundation that the best (highest-potential) prospects are similar in many meaningful characteristics to the existing customer base. Once the customer profile is developed, the second phase of the process is performed. In this phase, the profile is compared to each prospect account.

The more similar a prospect account is to the composite customer profile, the higher the potential is for a sale. Once the sales potential analysis data base was specified and sales potential analysis completed, report programs were designed to meet the specific sales analysis and planning needs of this manufacturer.

There are two basic types of sales potential reports produced by the system. These are planning reports and sales lead reports. The planning reports are provided to answer a wide range of strategic issues at a segmented level. These segments can be geographical segments (e.g., sales territories), market segments (e.g., manufacturing), or revenue segments (e.g., all customers billed over $10,000 per year). For our case study, the following are the key strategic issues addressed:

- In what industry should our sales effort be targeted?
- What is the relative potential between sales territories?
- Which sales offices should hire additional force?
- What should sales office quotas be?
- Can we better define sales territories?
- What is our product penetration by sales office?
- How much direct marketing investment is appropriate?

To answer these strategic questions, a series of sales planning reports was produced, one of which is shown in Figure 3. As seen in this figure, the geographical segmentation is hierarchical in nature, displaying marketing information from national, regional, and sales office breakdowns. The market segmentation is also hierarchical in nature, displaying marketing information by segment (e.g., manufacturing), subsegment (e.g., metal products), and total market.

For each intersection of the above report, eight marketing indicators were computed:

- Current revenue
- Potential revenue
- Number of businesses
- Number of customers
- Percent of current revenue
- Percent of potential revenue
- Percent of revenues realized
- Penetration.

This presentation of sales planning information provided substantial insight into the critical sales planning issues. For example, it was used to set sales quotas based on the potential in territories, not simply the current level of sales.

In addition to the above strategic reports, the system produced specific sales lead reports for selected industries, geographies, and types of business. For example, the system can identify by name and address all manufacturing companies in the Boston sales office territory that have over $15,000 in sales potential.

The system described above dramatically changed this manufacturer's method of identifying and qualifying accounts. It not only reduced the cost of having field sales representatives identify and qualify accounts, but also produced better accounts for sales executive follow-up.

Direct marketing strategies

The second major change that resulted from the sales productivity study was a different approach to generating awareness and interest within targeted accounts. This approach was based on harnessing the power of direct marketing methods in conjunction with the results of the sales potential analysis. The latter indicated that a high concentration of potential existed within a relatively small number of prospects. Based on this finding, the market was segmented into high-, medium-, and low-potential accounts as shown in Figure 4.

High-potential accounts were those specific business enterprises identified by the Sales Potential Analysis System as having very high potential. For this particular manufacturer, these 20,000 businesses comprised 40% of the total revenue potential for the office products manufactured. The 100,000 establishments that comprise the medium-potential business market contribute an additional 40% of the potential. The remaining 800,000 establishments make up the remaining 20% of potential for these specific products.

Based on this potential analysis, individual strategies were developed for each phase of the sales process for each level of potential as shown in Figure 5. For the awareness strategy, a profile of the high- and medium-potential accounts was produced from the Sales Potential Analysis System by geography (sales office) and by industry. This information was used to structure an awareness program targeted toward these accounts. This strategy involved the integration of targeted advertising and trade shows as well as seminar programs.

For the interest phase of the sale, a direct marketing program was developed for those 20,000 targeted high-potential accounts. For these accounts a telephone prescreening was performed to obtain decision-making executive names and titles. In addition, profile information was collected with regard to interest and recent purchases.

Following the telephone prescreen, several direct mail offers were made as part of a high-quality lead-generation program. These direct mail approaches offered a valuable report to aid the potential buyer in planning his office equipment purchases. For the nonrespondents, a telephone offer was made to reinforce the direct mail.

The objective of this strategy is to encourage a large percentage of the high-potential prospects (30%–35%) to accept this valuable report, which was used as the entrée for the sales representative. For each prospect that requested the report, a sales lead was prepared and sent to the assigned field sales representative.

As seen in the above strategy, the power of mail and the telephone have been used to reduce greatly the cost of getting the sales representative in the door. In addition, the leads provided to the sales representatives are of high quality.

The medium-potential interest generation strategy involves a lower cost, harder selling strategy. For these 100,000 prospects, a direct mail lead generation program was implemented. There was no telephone prescreening and the offer itself was a harder sell wtih a reply card (and toll-free number) if the prospect wanted account representative follow-up. The objective of this strategy is to limit the response from this target market to those businesses and executives that have high levels of interest, since a long selling cycle cannot be justified.

The analysis and strategies described in this report have been implemented and are currently being accurately tracked and evaluated through a comprehensive measurement system. The initial results indicate that profit objectives will be met. In addition, the system is providing detailed information regarding the quality of leads, effects of competition, quality of creative materials, and sales skill measures, as well as other key evaluation factors.

Figure 3

Market segments	*Sales Offices* NYC	Phil.	Bos.	*Regions* East	South	National
Agricultural	•	•	•	•	•	•
Mining	•	•		•		
Construction	•			•		
Manufacturing						
Textile products						
Petroleum products						
Metal products						
*						
*						
*						
Total market	•	•	•	•	•	•

Figure 4

Potential	*Number of Prospects*	*Average Sale*	*Penetration %*	*% of Potential*
High	20,000	$21,000	9.0%	40%
Medium	100,000	11,500	3.5	40
Low	800,000	8,000	.3	20

Figure 5

Phase	*High*	*Medium*	*Low*
Awareness	Advertising, trade shows	Advertising, trade shows	None
Interest	Direct marketing	Direct mail	None
Close	Sales rep	Sales rep	Sales rep

Managing costs for more productive selling

The power of a negative incentive

Air-Shields guards the till

By JOHN MUTTER
Associate Editor

Jim Myhre, national sales manager at Air-Shields, a subsidiary of Narco Scientific, Hatboro, PA, has an unusual incentive program for keeping sales force costs down. It's a negative incentive for regional sales managers, *not* salespeople, to stay within their budget guidelines.

If a manager goes over budget, a carefully calculated amount is deducted from his region's annual sales volume, which of course, is the basis for calculating his commission. (Regional sales managers at Air-Shields also earn a certain part of their compensation as salary.) Thus to make the maximum commission, the regional sales managers must stay within guidelines. Says Myhre, "The system works. I know because I'm under the same pressure from above myself."

Once annual sales targets have been determined by Air-Shields, whose 29 salespeople sell such specialized equipment as incubators for new-born babies and therapy lights for intensive-care nurseries in hospitals, Myhre sits down with each of his five regional sales managers. Together they determine how many people are necessary to meet these sales quotas.

After that, says Myhre, "The expenses fall into place." For instance, Myhre takes into consideration the prior budgets of each regional sales manager, probable car expenses, travel and entertainment, equipment rentals, and such things as salaries, wages, and rentals for office space.

During a given fiscal year, regional sales managers receive monthly reports that list both the previous month's actual and budgeted expenses as well as year-to-date totals. In this way, they can keep current on how their performance compares with the guidelines. Myhre also meets with them three or four times a year specifically to discuss expenses.

If despite such precautions the regional sales managers go over their guidelines, Air-Shields uses a formula to calculate a penalty. Myhre describes it: "We take the budgeted sales expenses and divide that figure into the overall sales target to come up with a multiplier. We then multiply the amount of money over the budget by the multiplier." For example, if the sales plan calls for sales of $2 million and expenses of $200,000, $200,000 is divided into $2 million, which results in a multiplier of 10.

If a regional sales manager finishes the year $20,000 over his budgeted expenses, that figure of $20,000 is multiplied by 10. The resulting figure of $200,000 is then deducted from the amount that the sales commission is figured on. In this example, the regional sales manager would wind up with a percentage of $1.8 million, not $2 million, as his commission.

Myhre notes that he doesn't use this kind of plan with his salespeople. He explains: "I don't like to complicate the incentive plans we have for salespeople. The easier incentive plans are to understand, the better the salespeople will perform." He also maintains that negative incentives don't help salespeople. He says, "Their main objective is to sell as much as possible against a quota." Presumably, management can keep a sharper eye out on budget matters.

Myhre notes that modifications must be made occasionally. During 1980, for example, when gasoline prices jumped to well over $1 a gallon, Air-Shields revised upward the guidelines for gasoline expenses. And when the bottom fell out of the used-car market earlier this year, Air-Shields had to lower the estimated resale value for its fleet cars. Notes Myhre, "We were losing on average $500 to $1,000 per vehicle." Naturally, that hurt the regional sales managers.

This negative incentive plan was in effect in the sales force at Air-Shields when Myhre joined the company three years ago. Thus he's not sure how or when it was developed, but he does say

If a manager goes over budget, a carefully calculated amount is deducted from his region's annual sales volume, which of course, is the basis for calculating his commission.

JAUNDICED EYE

Dear Mr. Sutphen (or whoever you are):

This Special Report is devoted to managing selling costs, so perhaps Mr. Sutphen, vice president of American Express's Card Div., will be reading this column. He certainly hasn't been reading my letters to him. So, I'm addressing what follows to him, personally, in one last hope of getting through to him.

Dear Mr. Sutphen:

In the 1960s, I applied for and received an American Express card. It was green. I was very happy with it until you wrote to me in the early 1970s advising that a bigshot like me should have one of your Gold Cards. I fell for it, and eventually a Gold Card arrived. I then sent in my old green one, with a letter explaining why I didn't need it anymore.

Alas, my next communication from your company was a bill for dues on the green card. A dunning letter followed, so I wrote back reexplaining that I'd returned my green card. If you remember, I even pointed out with pride my exalted status as a Gold Card member. Shortly thereafter, I received two new green cards from you, one for me and one for my wife.

My next letter from you was another "overdue" notice—and a threat that you would cancel my green cards if I didn't pay up.

I didn't and you apparently saw the light or forgot all about me. Until late this past summer, that is, when you wrote to me again (two full pages), imploring me to *apply* for a Gold Card. I became very nervous. If you recall, my secretary, Marnie, wrote you a nice letter asking you to reassure me that my old Gold Card was still O.K. Before long, you replied with a letter identical to the first one, suggesting that I *was* eligible for a Gold Card.

Undaunted, Marnie wrote to you again, begging for reassurance about my Gold Card. She concluded with this comment: "If I am writing to a computer, shame on you. But if I am talking to a real live person, maybe you should talk to a computer!" (Forgive her for that, Mr. Sutphen. It had been a long day.)

Not much to my surprise, your next letter was not from you but from Maria Marcellino (at least, that's the way it was signed). In this letter, you apologized for inviting Marnie to apply for a Gold Card since, you explained, she already has one. You explained the error by noting that American Express employs "advanced computer techniques." Unfortunately, Marnie doesn't have any card (not on the wages I pay her). Also, she's afraid she'll now get a bill from you because your computer *thinks* she's as exalted as me.

Mr. Sutphen, I figure that you've spent at least four bucks worth of printing and postage on the letters that you've written to me, making you a basket case at managing your costs. In the interest of reducing my costs, I am saving the 15¢ postage in advising you via this column that you might want to rephrase your slogan. Maybe something like, "The American Express Card: Don't Leave Well Enough Alone."

By Jim Lavenson

that he has only modified it slightly. The other Narco Scientific subsidiaries (some of which were recently reorganized following Narco's decision to sell off all subsidiaries that aren't related to the health-care business) do not use this kind of program. Myhre says, "It's the kind of thing that is really only applicable to certain kinds of markets."

Indeed, the plan is ideal for companies that have very stable markets. Air-Shields, for example, sells only to hospitals and hospital dealers. Other companies, however, may find that such a plan either drags sales or is difficult to implement when the company is in a rapidly growing market or one that involves a lot of cold calling. Air-Shields' cost-control plan works because its market is relatively stable. Nonetheless, elements of this program may prove useful to companies in other markets. Anything more systematic than exhortations at sales meetings or occasional reprimands can't help but improve the effectiveness of cost control.

Managing costs for more productive selling

The customer service connection

One way to beat the high cost of selling

By WARREN BLANDING
Contributing Editor

With the cost of a sales call at record levels, it is urgent that every company at least explore the possiblility of using its customer service department to offset these costs. Generally, this can be done in three ways:

- Make field selling itself more cost effective
- Improve the customer-retention rate
- Upgrade sales by volume or product mix.

These strategies are hardly revolutionary, yet for some companies the fulfillment side of the business (which is basically how they view customers) is a cost-adding function that contributes little to the business except cost, complaints, and personnel problems. They are going to have to change these views if they expect to survive.

On a more positive note, a number of companies have already made the transition from a *reactive* type of customer service to a *proactive* mode of performing the three functions listed above, and they are making substantial contributions to corporate marketing goals. Their strategies, in composite form, are summarized below.

Making field selling more cost-effective

Given the soaring costs per sales call and a typical schedule that seldom exceeds five calls per day, a field salesperson whose entire effort is not devoted to *creating volume* is an increasingly costly investment. Volume is created by concentrating the sales effort on high-potential accounts and by devoting the sales call to selling: selling the product, selling associated products in the line, selling new and different applications, selling special deals or volume lots, selling merchandising or cooperative advertising plans which will themselves create added volume.

In this environment, clerical functions such as order taking, responding to routine inquiries on order status, complaint handling, claims reporting, and the like only interfere with selling and reduce the salesperson's productivity. Companies that do not transfer these functions to their customer service departments are paying a high price in lost opportunities for making sales and, in many cases, an actual reduction in the number of sales calls their field salespeople can make.

In transferring these functions to customer service, of course, management will find some natural resistance among salespersons. In most cases this is a normal reaction that is best dealt with by demonstrating the advantages to the individual salesperson. Obviously, the customer service department has to be as professionally capable as the salesperson in handling these particular functions. Fortunately, it is usually far better in performing them already, and improvement in levels of customer satisfaction will follow as a matter of course.

In addition, from the customer's point of view, there is a lot to be said for having an inside contact at headquarters who is always available and can respond quickly to problems or complaints. Salespeople often are out in the field and can't always be reached, and even then they must relay information back and forth between headquarters and the customer.

The handling of product or application inquiries presents a somewhat different problem, since technical expertise may be required that is not present in the customer service department. Yet some companies are dealing with this by setting up a centralized inquiry-handling function, staffed by appropriate specialists, as part of the customer service activity. Besides actually answering technical inquiries, they identify any that should have sales follow-up, thus helping to increase the conversion rate and relieving the field sales force of the time-consuming job of screening.

Improving the customer-retention rate

The American Management Assns. has established the cost of selling a new customer at five times the cost of retaining that customer once the initial sale is made. A principal reason for this is the relatively high cost of an individual sales call vs. the relatively low cost of typical customer service functions where centralization and economies of scale can help keep costs down.

Yet in many companies, inadequate customer

Neglect of customer service may have harsh consequences: (1) reduced productivity of field selling and (2) potential loss of the company's best sales representatives.

service remains a major reason for losing individual sales as well as losing long-time customers. Poor customer service may be primarily a matter of customer perception, as in the case of employee rudeness or attitude generally; or it may be a measurable quantity in terms of lateness, short shipments, errors on orders or invoices, stockouts, etc. For all practical purposes, the perception of poor customer service is no less damaging than the actuality, and both require correcting.

Yet companies are apt to balk at increasing their investment in customer service for two reasons: (1) they may feel that they are only adding to the cost of a "fulfillment" activity which already costs too much; or (2) they may feel that their market franchise, their pull-through, is so strong that improvements to customer service would only be an unnecessary frill. They do not realize the full implications of customer alienation whether or not actual loss of customers results. For example:

- The customer who has been alienated by attitude problems is less likely than the fully satisfied customer to cooperate during times of shortage, strikes, and legitimate service failures. He is also less likely to accept changes in procedure such as consolidation programs and changes in minimum order size or customer service policies. Such customers are more likely to complain about relatively trivial matters and thus add to overall departmental operating costs.
- Customers who experience repeated customer service problems, regardless of their brand loyalty to the product, may wonder whether the company's quality control in customer service doesn't reflect manufacturing quality control as well, and ultimately lose confidence in the product as well as the company.
- Customers who are having problems at their present level of ordering are likely to think several times before increasing quantities on their purchase orders because they would see this action as possibly magnifying the problems they already have.

But perhaps the most costly consequences of alienation or continuing problems associated with insufficient investment in customer service are also the most subtle:

- Reduced productivity and increased cost of field selling as salespeople are required to cope more and more—at a substantially higher cost—with customer service problems.
- Potential loss of the company's best sales representatives, who will leave when the customer service system continually fails to support their sales effort.

Upgrading sales by volume or product mix

There are two basic ways in which a salesperson can become more productive: (1) by making more calls, thus reducing unit costs per call and, at the same time, selling more product to more customers; and (2) by increasing the size of orders from present customers. Both of these are helped by improving customer service.

As noted above, if customer service assumes some of the clerical functions salespeople are performing, it frees additional time during which the salesperson can either call on more accounts or spend longer with existing customers in order to increase the volume of those accounts. Based on our typical figure of 5 calls per day, or 25 per week, a time gain that enables as few as 2 additional calls per week would represent a significant 8% gain in call rate, and conceivably a substantially larger gain in actual volume. Or, if the salesperson decides to use the added time to step up efforts on existing customers, the rewards may be still greater.

Yet, as a practical matter, when the salesperson isn't there to take the order in person (as is increasingly the case in industrial selling, where many orders come in directly by phone to customer service order-entry personnel), an important element of control in upgrading sales is lost. Some of this can be regained through the pro-

Warren Blanding is chief operating executive of Marketing Publications, a Washington, DC, firm that specializes in services and publications dealing with customer service and physical distribution.

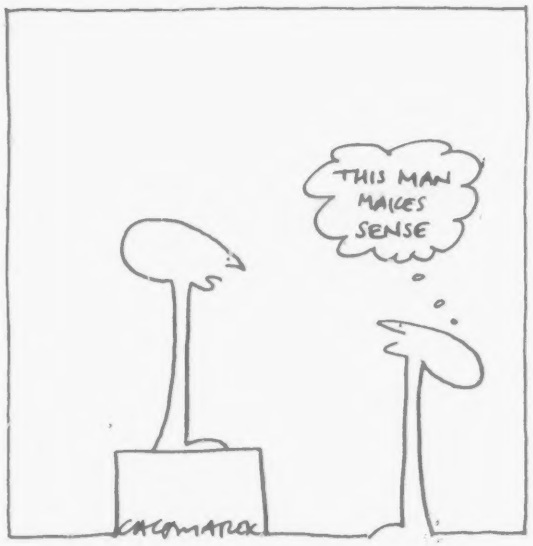
cess of sales review, when the salesperson or manager goes back to the customer with a proposal for increasing the order size. But this presents logistical problems, and has the potential for excessive delays, thus adding to customer alienation.

The answer may be to restrict sales review and personal upgrade efforts by salespeople to certain key accounts, and in the meantime to set up an order-upgrade program to be handled by customer service representatives at the time of performing the order-entry function. This can be done in one of several ways:

- Set a minimum order size that provides savings for customers but requires them to buy in larger quantities, thus in many instances cutting down the frequency and cost of delivering to them; this may be particularly applicable in the case of parts sales, where the possibility of reduced downtime is attractive to customers.
- Train customer service personnel to upgrade orders to the next price or weight break.
- Train personnel to "capture" orders that would otherwise be lost due to stockouts, by suggesting substitute or alternative products.
- Train personnel to sell related products. Example, selling envelopes to a customer who has already ordered printed billheads.

Some companies have gone beyond these measures, of course, and have trained personnel to actually conduct inside selling activities covering customers that normally would not be reached by the field sales force. Many have had significant successes.

The final justification for increasing the corporate investment in customer service is essentially that it's a small amount to invest considering that failure to make the investment can be so costly in terms of reduced sales productivity. Furthermore, as selling costs continue to soar, greater value is attached to all customers: they are more expensive to get—and costlier still to lose.



"OF NOTHING, NOTHING IS MADE."

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Managing costs for more productive selling

Bless that computer service

Give the salespeople light and they will find their own way

By JERRY IVICE
President, Selzer-Ivice Sales, Inc.

For anyone, the key to insuring annual growth is getting better information, especially about product and salesperson performance. But getting data is a costly adventure, particularly for a small company like ours, a manufacturers' rep firm selling automotive and electronic products to some 500 OEM and end-user accounts in Illinois, Indiana, and Wisconsin. In fact, we long ago concluded that the only way to manage it would be by adding many hours of paperwork or purchasing a computer. Not for us.

Instead, we relied on sales analysis the simple way: generating by hand simple reports that told each of our 12 salespeople how much he was doing with each of our factories and also sending each copies of his customers' invoices, hoping that he'd take it from there. The more we grew, the longer this took, and we still weren't getting the kind of information we needed to keep our 25%–30% annual growth. The solution for us is detailed computerized monthly sales analysis reports from a data services company.

Using various choices proposed by the Service Bureau Co. (SBC), a national computer services vendor and division of Control Data, Selzer-Ivice developed a system that takes our monthly sales data and presents it in four different reports:

1. *Manufacturers-Customers Analysis,* which is a listing of sales by product line for each of our customers. This tells how we are doing with each customer and each manufacturer represented.

2. *Sales Report by Customer and Manufacturer,* which presents a breakdown of each salesperson's sales, by customer and by product line to that customer. Included is the date of each customer's most recent invoice by product line.

3. *Sales Report by Manufacturer,* which summarizes each salesperson's total volume with each manufacturer. This report identifies each salesperson's strengths and weaknesses by line handled.

4. *Manufacturer-Salesperson Analysis* (which is similar to the Sales Report by Manufacturer), arranged to show each manufacturer's sales by each of our salespeople.

The author goes over reports from data services firm with Claudette Silovich, internal sales coordinator.

Data entry begins with copies of the commission statements Selzer-Ivice receives from its clients. Information from each month's statements is entered onto SBC-designed spread sheets, which are sent to SBC's local office for processing. When the reports are returned, they include a new input spread sheet on which the names of manufacturers and customers are printed, along with each customer's year-to-date sales. This makes it a simple clerical matter to fill

in the blanks with new sales data as the month progresses.

All reports show the current month's results, year-to-date figures, and a comparison with the previous year. Because speed is less important than completeness, we deliberately delay sending input data to SBC until about six weeks after the end of each month, to make sure that all the commission statements for the month have come in from the manufacturers. All four reports reach us together. Once a month they are analyzed and reviewed at individual meetings with each of our salespeople.

An unexpected bonus

We discovered that including the most recent invoice date provides us with an unexpected bonus. When a salesperson is getting ready to talk with a customer, he normally has to plan to *sell* something. Not knowing what or when the customer has or hasn't bought, there's no way to know what to push or where to push it. The new system lets the rep pinpoint which lines a customer isn't buying (or hasn't bought recently). A drop-off in orders also warns the salesperson of possible problems before they get out of hand. Salespeople now know when to raise questions with their customers about slow-moving lines and when to bring new lines to the customer's attention.

The reports enable us to see all the facts in much clearer detail and catch possible problems at a much earlier stage than when we had to rely completely on the individual salesperson's ability to handle the job of analyzing his performance. They also give us a handle on the strengths and weaknesses of each of our people so that we can help them improve their sales potential.

What we have learned—and will learn—about ourselves is stimulating our growth rate. The new system continues to impress our manufacturers, and we are opening more new accounts than ever.

In short, this introduction to data processing has helped us relearn one of the great truths of sales productivity: In selling, what matters most is knowing *precisely* what's going on.

The author has been an independent sales rep for the past 25 years and is a member of Automotive Affiliated Representatives. A pilot in World War II, he attended Gettysburg College.

Preview:

Total selling expenses as a percentage of company sales

Industry	1980	*1979*
Consumer goods		
Apparel	N.A.	11.2%
Durable goods	5.2%	5.1
Ethical pharmaceuticals, surgical supplies & equipment	8.4	13.5
Food	3.2	5.4
Major household items	5.2	2.8
Proprietary drugs and toiletries	14.9	16.1
Industrial goods		
Automotive parts & accessories	3.1	4.0
Building materials	2.1	2.8
Chemicals & petroleum	6.5	N.A.
Computers, office & educational supplies & equipment	10.0	N.A.
Containers, packaging materials, & paper	2.4	N.A.
Electrical materials	2.0	5.6
Electronics and instruments	4.1	N.A.
Fabricated metals (heavy)	3.1	3.4
Fabricated metals (light)	3.5	4.0
Fabrics	N.A.	4.0
Fabrics & apparel	5.1	N.A.
Instruments	N.A.	7.3
Iron & steel	1.5	1.4
Machinery (heavy)	3.6	4.3
Machinery (light)	4.2	5.5
Office supplies & equipment	N.A.	10.0
Paper	N.A.	2.1
Printing & publishing	10.9	10.4
Rubber, plastics & leather	3.2	1.7
Tools & hardware	5.5	5.6

Note: Selling expenses cover cost of median compensation of salespeople and sales management, travel, lodging, meals and entertainment, advertising, and promotion. One of the major difficulties encountered in gathering such information is that wide differences exist between companies in the definition of selling expenses and the costs included in such figures. In addition, some of the differences between years reflect changes in the organizations that reported data.
N.A.—Not available in reporting year.
Source: American Management Assns., *Executive Compensation Service.*

Selected tables from S&MM's 1981 Survey of Selling Costs*

Sales force selling expenses as a percentage of sales in major industries

	Compensation		*T&E Expenses*		*Total*	
Industry	*1980*	*1979*	*1980*	*1979*	**1980**	*1979*
Consumer goods						
Apparel	N.A.	3.3%	N.A.	N.A.	**N.A.**	3.3%
Durable goods	3.0%	1.1	1.0%	0.8%	**4.1%**	1.9
Ethical pharmaceuticals, surgical supplies & equipment	4.7	3.6	2.1	1.0	**6.8**	4.6
Food	1.3	1.7	0.5	0.8	**1.8**	2.5
Major household items	1.4	2.2	0.4	0.4	**1.8**	2.6
Proprietary drugs & toiletries	3.4	1.8	1.0	0.5	**4.4**	2.3
Industrial goods						
Automotive parts & accessories	1.7	2.5	0.7	0.9	**2.4**	3.4
Building materials	1.2	1.2	0.4	0.5	**1.6**	1.7
Chemicals & petroleum	2.1	N.A.	1.0	N.A.	**3.1**	N.A.
Computers, office & educational supplies & equipment	5.1	N.A.	1.9	N.A.	**7.0**	N.A.
Containers, packaging materials, and paper	1.3	N.A.	0.7	N.A.	**2.0**	N.A.
Electrical materials	1.4	2.2	0.5	0.9	**1.9**	3.1
Electronics & instruments	2.4	N.A.	0.6	N.A.	**3.0**	N.A.
Fabricated metals (heavy)	1.7	1.6	0.6	0.5	**2.3**	2.1
Fabricated metals (light)	2.1	1.8	0.9	0.6	**3.0**	2.4
Fabrics & apparel	1.5	N.A.	0.4	N.A.	**1.9**	N.A.
Instruments	N.A.	2.0	N.A.	1.2	**N.A.**	3.2
Iron & steel	1.0	0.8	0.6	0.1	**1.6**	0.9
Machinery (heavy)	2.0	1.9	0.7	0.7	**2.7**	2.6
Machinery (light)	2.9	2.1	0.8	1.0	**3.7**	3.1
Office & educational supplies & equipment	N.A.	11.0	N.A.	1.0	**N.A.**	12.0
Paper	N.A.	1.1	N.A.	0.6	**N.A.**	1.7
Printing & publishing	6.4	6.1	1.3	1.8	**7.7**	7.9
Rubber, plastics & leather	1.2	1.0	0.7	N.A.	**1.9**	1.0
Tools & hardware	2.7	2.3	1.2	0.9	**3.9**	3.2

Note: Includes only salespeople's total compensation plus their expenses, that is, travel, lodging, meals, and entertainment. It should be noted that some of the differences between years reflect changes in the organizations that reported data. Also, percentages in this table are percentages of sales by the sales force.
N.A.—Not available in reporting year.
Source: American Management Assns., *Executive Compensation Service.*

*Publication date, Feb. 23, 1981

Managing costs for more productive selling

Preselling by telephone

Mid-Continent keeps costs bottled up

Mid-Continent Bottlers, Des Moines, IA, has good reasons for reviewing its distribution and marketing strategies. Besides having to deal with rising labor and fuel costs, the company has the added expense of complying with Iowa's environmental law requiring it to use returnable bottles. These costs are forcing it to look for more cost-efficient means of selling, and it has come up with a program that promises significant savings.

Mid-Continent is a wholly owned subsidiary of Universal Foods Corp. of Milwaukee, and is part of Universal's Beverage Group, also based in Des Moines. The Beverage Group serves six states—Iowa, Nebraska, Kansas, Missouri, Illinois, and Michigan—and had sales of over $55 million last year. It produces and distributes 14 nationally advertised soft drinks, including 7-Up, RC Cola, Dr Pepper, Squirt, Canada Dry, and A&W.

'A guess-and-by-gosh way to sell'

For years, the company relied solely on route salespeople to sell and deliver its products. "It was a guess-and-by-gosh way to sell," says Lane Barnett, vice president and general manager of the Beverage Group's Des Moines region. "It was an approach that had a lot of drawbacks.

"For instance," he continues, "we never knew what customers wanted until our trucks pulled up in front of their place of business. If we hadn't loaded the right brand or package, we were out of luck—how can you sell something you don't have?"

Under the old system, drivers were often rationing products because they didn't have adequate supplies on their trucks. Or they would arrive in a town and find the customer didn't need anything that particular week. Usually, they returned with close to half of the merchandise they started out with.

"It clearly wasn't the most efficient way to operate," Barnett says. "In fact, with fuel costs getting so out of line, it was getting harder and harder to justify operating at all, even on an infrequent basis, in the very rural areas."

About a year and a half ago, the Des Moines region began looking for a better way of doing business. The result was a presell soft drink program designed to streamline sales and delivery efforts and help hold the line on fleet costs.

Under the program, larger accounts were to be handled in advance by a presell person making direct sales calls. The other three-fourths of the accounts were to be taken care of by a small staff of specially trained telephone salespeople working out of the Des Moines plant.

Well aware that customer acceptance of the program was vital to its success, Barnett's people began notifying its accounts of the change well before it went into effect. "We told them what we were doing in detail and why we were doing it; that it simply was getting too expensive for us to service them adequately any other way," Barnett says.

"We also told them our telephone salespeople would be out to meet them personally (see box, opposite). We knew that to take that direct contact out altogether would be a mistake. People like to know whom they're dealing with and what they look like. Our tel-sell people should be able to relate to the physical setup at their customer's location as well."

Saving one cent per case on gasoline

All the while, the emphasis was on better service. Customers were promised orders within 48 hours and were told that the days of rationing or waiting for an order were over.

"We made good on those promises, too," Barnett says. "What's more, through better planning of deliveries, we were able to do away with four routes and several special delivery trucks. As a result, our gasoline costs per case are not up to the startling degree that costs per gallon are (43%), and we figure our presell saves us approximately one cent per case over traditional route sell in gas cost."

The savings on just the fleet costs make this program worthwhile, but there are other, more important, advantages to preselling. It has enabled the region to cut its returned inventory on trucks from 45% to 5% or less; it is largely re-

sponsible for the smooth flow of products through the plant; it has enabled management to keep better track of empty, reuseable bottles that are to be returned and to schedule pickups for them; and, most importantly, it enables the company to concentrate on selling its total line of products, including secondary flavors and brands. Previously, products were constantly out of stock on the trucks.

"In short," says Barnett, "the presell program is doing everything we hoped it would do and more." Universal's Beverage Group is so sold on preselling, in fact, that it is using a presell program in two other regions: Flint, MI, and Kansas City, MO. Presell is being evaluated for use throughout Universal's entire territory.

Mid-Continent's Lane Barnett keeps costs down by selling his company and his customers on preselling.

"How long will it help us hold down costs? We can't say," Barnett adds. "But one thing is for certain. The presell program works, and we wish we'd started it sooner."

Not mere order takers on the line

How do you successfully set up a telephone sales program? The following advice comes from Ron Holsinger, Des Moines sales manager for Universal Foods' Beverage Group.

First, tell your customers what you're doing and why. "In our case, with rising fuel costs, we couldn't afford to service the rural areas any other way," says Holsinger, "and that's what we told them." Second, hire people to call who aren't just order takers. They should be good at sales. These jobs are not dead ends, but stepping stones to better things. In addition, he suggests that you:

- **Make sure your telephone salespeople have adequate training.**
- **Assign your callers to the same customers; clients like to deal with a familiar voice.**
- **Send your callers out to visit with customers in person at least four times a year. Face-to-face contact is invaluable, but unfortunately, many companies with telephone sales programs don't do it. Then they wonder why their program isn't working as smoothly as they hoped. Not only are the visits good for business, but they give callers a feel for such things as the competition and customer displays.**
- **Use the positive approach in your calling. Don't ask customers if they need anything—ask them what they need. Always attempt to upgrade orders or cross sell.**
- **When it comes to making delivery commitments, underpromise. Obviously, it's better for merchandise to arrive before the promised time.**
- **Expand your horizons. Don't just go after existing business, use the phone to introduce new products, to open new accounts, to make collections.**

Before you get very far with your telephone sales plans, contact your local Bell System company. Marketing specialists there can help you design your program and train your people. They can show you what to look for in hiring personnel and even assist you in designing a soundproof calling room.

Finally, make sure you coordinate your orders with your distribution points. You can have the best telephone sales program in the world, but if you can't deliver the goods, you may lose customers.

Managing costs for more productive selling

A guide for field salespeople

Controlling territory time costs

By HOWARD A. BERRIAN
President, Berrian Associates, Inc.

Time is the major resource investment that you make in your territory. Your return on investment depends upon how well you plan and carry out that investment. You cannot afford to waste time. It must be used where it will help you best achieve your territory's growth and profit objectives.

It is an accepted fact that selling hours (payoff time) are becoming fewer. More time is being spent on nonselling activities: travelling, waiting, servicing, etc. Figure 1 is a "guestimate" of what a salesperson's daily time expenditure looks like.

Figure 1

Average expenditure of time

Payoff time (20%)

This is the time when you are with your client, customer, or prospect selling your product or services. To improve the return on payoff time, you have to:

- Invest your time in those accounts with the most potential in volume and profit.
- Increase your selling effectiveness in face-to-face encounters.

Organizational time (25%)

Time required to handle reports, correspondence, filing, cataloguing, and other administrative tasks assigned by management. Improvement in this time investment comes about by:

- Better planning
- Systemizing your office work.

Investment time (55%)

Time invested in travelling, waiting, and servicing. A salesperson will find these three activities consuming an ever-growing amount of time. They can't be eliminated. They are part of every salesperson's life. To improve your return on this segment, you must:

- Plan this time expenditure.
- Use the travel and waiting time for productive thinking and work.

To find out how you spend time, clock an entire day's work. Do it for a week to provide you with an even clearer picture. A simple form blocked out in half-hour segments and showing your major activity areas can be used (Figure 2).

As you work your day, check off in half-hour segments what you do. At the end of the day, add up the time per activity and you will have a picture of how your time has been spent. Do it for a week and you will have a more valuable audit. Then adjust your activities to spend more time in face-to-face selling. Increase your payoff time by better time management.

Allocation of your time to your accounts is a key to achieving your growth and profit objectives. By establishing a Time Investment Value (TIV) for an account, you can reach a more valid decision about the amount of time necessary to develop the account to its fullest potential. A five-step effort will help you arrive at a TIV for your accounts.

Step 1. Determine personal direct cost investment (PDCI)

You are a variable cost, relative to your territory. That cost varies with sales volume and your coverage of your territory. The Direct Costs (DC)

Figure 2

Time analysis form

Time	Activity				
	Sell	Service	Travel	Waiting	Organization
8:00–8:30					
8:30–9:00					
9:00–9:30					
4:30–5:00					
5:00–5:30					
5:30–6:00					

that are charged to you are salary, bonus/commissions, travel, entertainment, and miscellaneous expenses. An example:

Salary	$21,000
Bonus/commissions	2,280
Travel	9,110
Entertainment	3,200
Misc. expenses	410
	$36,000

Step 2. Determine cost per working hour (CPWH)

There are approximately 2,000 working hours in a year (250 working days multiplied by 8 hours a day). To arrive at the CPWH, the following formula is used:

$$CPWH = \frac{DC}{WH}$$

$$CPWH = \frac{\$36,000}{2,000}$$

$$CPWH = \$18$$

Step 3. Determine cost per selling hour (CPSH)

Payoff time is when you are selling the account in person. These selling hours are your most productive investment hours. A guesstimate is that the salesperson invests only 20% of his time in selling. Thus you don't have 2,000 hours of selling time—only 400 selling hours (SH). By applying the following formula, CPSH is ascertained:

$$CPSH = \frac{DC}{SH}$$

$$CPSH = \frac{\$36,000}{400}$$

$$CPSH = \$90$$

Step 4. Determine break-even sales volume (BESV)

Because you are a cost, that sum must be recovered from sales revenues before you can determine your profit. The sales volume required to offset your direct costs is called Break-Even Sales Volume (BESV). Your direct costs have to be covered by the gross margin made on your sales volume. Gross margin is the difference between production costs and selling price. Gross margin percentage is the difference between sales and production costs expressed as a percentage of sales. For example:

Sales	$200,000
Production costs	−160,000
Gross margin	$40,000
Gross margin % =	$ 40,000 / 200,000
Gross margin % =	20%

To arrive at a Break-Even Sales Volume, this formula is used:

$$BEV = \frac{DC}{GMP}$$

$$BEV = \frac{\$36,000}{20\%}$$

$$BEV = \$180,000$$

With the illustration used in Steps 1 through 4, the BEV of $180,000 shows:

- Sales volume needed to cover direct costs.
- Salesperson producing a gross margin of 20%.
- Sales volume over $180,000 is the salesperson's contribution to profit.

Step 5. Determine time investment value (TIV)

Preparing a call-frequency schedule is a major task for every territory manager. By setting proper call quotas for accounts, your chances of reaching your territory growth and profit objectives are greatly enhanced.

In the first part of this article it was suggested that you conduct a workload audit that would show you where your time is spent each working day. The workload audit also indicates how many calls you average per day. Whether the number is 4, 6, or 12 is not important. What is important is whom the calls are made on.

Decide on the number of acceptable average

Hap Berrian, who works with major corporations on time and territory management, heads his own consulting firm in Morristown, NJ.

calls per day, multiply that number by 250 working days, and you have the total number of sales calls available to you. An example:

Average number of calls/day = 5 × 250 = 1,250 Available Sales Calls

Next, consider the number of Heavy-User (HU), Medium-User (MU), and Light-User (LU) accounts in your territory. This total must then be related to the available sales calls per year. As an example, here is a territory with 200 accounts categorized as follows:

Accounts	*Share of Profit and Volume*
30 HU (15%)	= 65%
40 MU (20%)	= 20%
130 LU (65%)	= 15%

Combining the 200 accounts, the available 1,250 sales calls, and the suggested call quota percentage, we can arrive at the following call frequency quotas for the 200 territory accounts:

Accounts	*Number*	*Suggested Share of Time Available*	*Calls/ Acct/Yr.*
HU	30	40%	16.6
MU	40	20%	6.2
LU	130	40%	3.8
	200	100%	

Out of the 1,250 available sales calls, a percentage has to be allocated for prospecting. This percentage depends upon:

- Number of prospects available.
- Profit and volume value of prospects.
- Time demand by Heavy-User accounts.
- Competitive pressures in Heavy-User accounts.
- Necessary contacts in Heavy-User accounts.

Previously, we noted that you should determine Time Investment Value (TIV) for your accounts. Once the account TIV's are established, you can make a comparison of the value of each account. With this comparison, you can allocate time differently per account (establish different call quotas) depending upon each account's worth or potential worth.

Having the direct costs and the Break-Even Volume determined, a time investment value (TIV) can be fixed for your time. The time investment value formula is applied to accounts to determine which need a heavier investment because of their value. The time investment value (TIV) formula is as follows:

$$TIV = \frac{GM \text{ (Gross margin)}}{DC \text{ (Direct costs)}}$$

Here are two examples for two accounts.

Account A $TIV = \frac{\$40{,}000}{\$36{,}000}$

$TIV = 1.1$

Account B $TIV = \frac{\$83{,}000}{\$36{,}000}$

$TIV = 2.3$

It is immediately apparent that Account B is almost twice as profitable as Account A (it has a TIV of 2.3 versus Account A's 1.1). Thus Account B should receive twice the time investment because of that value.

Placing a numerical value on time, per account, guides your time investment planning. In setting call quotas for your accounts, the Heavy-User account concept is vital. But you must also keep in mind account *development*. For full potential development, some of your accounts will require more calls than the TIV formula shows. Development-time call quotas should be established for accounts that require it if full volume and profit potential is to be achieved. Consider allocating development-time call quotas when setting call quotas for all your accounts.

A final word of caution: When setting call quotas, do not disregard your personal judgment. Your approach should not be totally mathematical. You know each account, each situation. That personal knowledge must be considered when establishing call frequencies.

Managing costs for more productive selling

Telephone + Computer=Hot Leads

By HOWARD L. GORDON
Principal, George R. Frerichs & Associates

On any one day there is a certain percentage of the market that is ready to buy. One of the first steps toward more productive selling, then, is to locate hot prospects before they buy from someone else. No matter how diligent your sales effort, at least a part of the active market is almost always unknown to the salespeople.

It's no secret that the more times a ball player has at bat the greater his chances of getting a hit. The same principle applies to salespeople. Yet a 1977 survey by McGraw-Hill shows that the average industrial salesperson spends just 3¾ hours a day face-to-face with customers—one-half hour less per day than the 1964 average. Industrial salespeople simply cannot cover their territories adequately enough to find all the prospective new business because they're too busy servicing the accounts they have. Also, getting up in the morning and making cold calls is tough. And, in the majority of cases, there's no guarantee, even if the call is made as a follow-up to an inquiry, that the prospect is actually ready to buy.

What's needed to maximize return on the manpower investment are methods to identify ready-to-buy prospects well in advance, so that salespeople neither waste their time chasing smokestacks nor fail to develop the profitable new accounts that any marketer needs to keep growing.

Consider, for example, the program tried out recently by a major capital-goods company. The program, dubbed the I/Q System (for Identify and Quantify) uses the telephone and the computer to develop qualified leads for dealers and field salespeople. In a six-month test, it returned a $2.22 gross margin to the company for every $1.00 invested, not including the return on increased after-sale parts and service business.

There are many ways of using the phone in prospecting. One of the most common is to screen and classify inquiries received as a result of media advertising, mailings, and trade show contacts. I/Q takes a different tack in that the phone interviewer initiates the prospecting by calling a list of current and potential users and asking them a series of questions. In this case, the list was developed by combining industry data with Dun & Bradstreet information for companies in selected SIC groups whose business activity, annual volume, and number of employees met the marketer's criteria.

Before the program began, weeks were spent refining the questions. The objective was to insure that when the program kicked off, the data would be uniform for every telephone interviewer. Also, management wanted to gather the maximum of practical market intelligence during the 10–15 minute interview. Because the questions are proprietary, they can't be listed here, but they explored the following areas:

- whether the interviewee uses the type of equipment the marketer sells
- the number of pieces of such equipment used, as well as its age and maker
- whether it's serviced internally or externally
- when the interviewee would next buy such equipment
- the name of the decision maker.

Because this was a test program and the client uses two-step distribution, representative dealers had to be selected and convinced to participate. Participating dealers had to agree to two things: (1) to pay 30% of the test program's costs (averaging about $20,000 per market) and (2) to report results of all leads produced for them by the phone program. They were assured that leads would be paced at about four to five hot leads per salesperson per week so that the sales force could maintain service levels on current accounts while going after the new business.

Once the system was in place, the names of hot leads (prospects who said they would make a buying decision within three months) were telephoned to field salespeople. Longer-range pros-

Howard L. Gordon is a principal of the Chicago consulting company George R. Frerichs & Associates. He also teaches at Northwestern Univ.

pects were fed to dealers as part of a weekly analysis of the territory canvas.

The program's key goal was to test the validity of the I/Q approach. Management wanted to find out the following:

- what percentage of the prospects were unknown to the salesperson
- what percentage were known but the salesperson was unaware of their current need or problem
- whether the information the phone interviewer elicited from the prospect tallied with the information already known or extracted by the salesperson on a follow-up call
- what percentage of prospects were converted.

Getting that information proved more of a challenge than anticipated. Initially, many salespeople considered I/Q a threat to their jobs and had to be convinced, over time, that it was intended to assist them rather than replace them. Also, salespeople tend to be strongly independent. They're reluctant to spill the whole truth about their territories to anyone, especially to their managers. Those who conducted the follow-up work found that they had to ask the sales managers to leave the room before the salespeople would open up about their findings. Even then, it took a combination of hand-holding and interrogating them like attorneys.

Here are the results, which vary depending on the dealership:

- 10%–28% of the prospects who planned to buy new equipment within the next 12 months were previously unknown to the salespeople.
- 7%–19% of the prospects were known to the salespeople but they had been unaware of the prospect's current need or problem.
- Zero to 8% of the prospects were converted within nine months.

Also, in 80% of cases, the interviewer's information tallied with the dealer salespeople's.

The program also produced names for an updated mailing list to which dealers can send mailings targeted to such things as service, the advantage of replacing equipment of a certain age, or competitive advantages of the equipment he sells vs. that which the prospect owns.

Although as yet there has been no decision on whether to continue the program, the marketer, dealers, and dealer salespeople agree that it works. I/Q is not a substitute for advertising or field selling, but a partner in the total promotional mix. Advertising creates and maintains favorable disposition with customers and prospects. I/Q finds the ready-to-buy prospect. Field sales assures, counsels, helps the customer make the product work, and best of all, closes the sale.

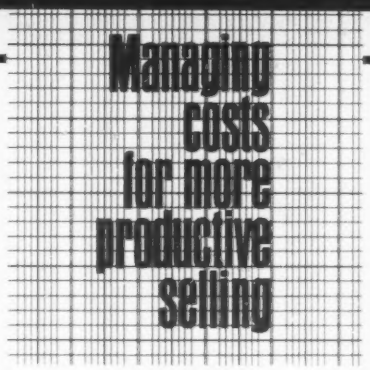
Du Pont gets a handle on T&E

Until four years ago, the Agrichem Marketing Div. of Du Pont kept track of the travel and entertainment expenses of its more than 200 employees—most of them salespeople—by hand. Once every six months or so the records were put together and compared with the budget, but as Dan O'Connell, manager of physical distribution and sales control, describes it, even this process was *ad hoc*. The division rarely knew when expenses were close to budget, near industry norms, or just generally reasonable.

Four years ago, the division, along with other Du Pont divisions, implemented a travel expense management program designed and managed by the PHH Group, Hunt Valley, MD. Under this program, the division sends the monthly travel expense reports of its employees—which include both travel items for which the employees will be reimbursed as well as other items that were charged—to PHH, which immediately feeds the data into its computers. On the average, 15 days after a given month, the division receives from PHH a series of reports that show division-wide travel expenses for the month and the year to date and compares them with budget figures for the same time periods. (The expenses are broken down under such headings as meals, lodging, car rental, and any other the company might like.) Variances from the budget are also shown. Other forms show individual employees' travel expenses and provide the same kind of comparisons. Finally, the division is provided with a travel expense summary for each individual that compares expenses for the period and gives monthly averages for each category of expenses. For example, it shows that an employee's average lodging cost for a particular month was $40 a night while his year-to-date average was $38. Whenever an employee goes over budget, PHH places a U for unfavorable next to the amount.

PHH also provides a report that shows average costs for each travel category for other companies in the chemical industry. This way O'Connell has yet another basis for comparison. Says he, "It has become very easy for us to see who's going off the deep end and exactly where things are out of line."

He notes, however, that the information must be used to be of value. "Sometimes the managers neglect it. Then we have to get on their backs." Otherwise, he says, the expense management program has been "most productive" for the division. "We are no longer in the dark about our own travel and entertainment costs," he says.



Alternative channels of selling

A funny thing happened on the way to the computer store

By THAYER C. TAYLOR
Senior Editor/Management Sciences

It's ironic, but one of the most desperate battles against the soaring cost of sales and distribution is being fought by an industry that has won a reputation for making business more productive. These are the manufacturers of computers and office equipment that collectively have lowered the cost of gathering, processing, and transmitting information of every kind. Boxed in by high selling expenses, they are assessing the role of their direct sales forces and venturing into retailing to tap the small-business market.

The move is especially significant because selling electronic products is a costly proposition. S&MM's *1980 Survey of Selling Costs* (Feb. 25) reports that selling costs siphoned off 19% of computer firms' revenues, the highest percentage of any industry. As a result, marketers long accustomed to direct selling are looking for an alternative. Consider the following trends:

- Vendor-operated retail stores are pushed by three major companies: Digital Equipment Corp. (DEC), Maynard, MA, the minicomputer leader; Xerox, Stamford, CT, the No. 1 seller of office copiers; and Control Data Corp. (CDC), Minneapolis, which up to now hitched its fortunes to medium- and large-sized customers.
- Back-door approaches to retailing by Hewlett-Packard (H-P), Palo Alto, CA, and Data General (DG), Westboro, MA. In order to minimize up-front investment, H-P is experimenting with independent computer stores and DG has created a general distribution division to push sales to mass merchandisers and computer stores.
- IBM's General Systems Div. converts 80-odd branch operations to computer centers that combine the functions of a retail store and branch office. A heavy newspaper advertising campaign generates walk-in traffic, and telephone selling is used for the follow-up. The division's 5120 low-cost computer system and 5260 point-of-sale system will also be sold in the two retail stores opened in the Philadelphia and Baltimore areas by the Office Products division last month.

All of the electronic manufacturers testing the retail waters declare the same rationale. It's cheaper than direct selling because the salesperson does not waste time making several visits to a prospect. Furthermore, a prospect who enters the store is probably in a buying mood, they say, and one or two salespeople in a store can handle many more customers in a day than the same number of field reps can call on. However, none of the marketers has offered to provide figures showing that retail selling is actually cheaper. Thus there's no indication of how much they spend for bricks and mortar, hiring and training personnel, stocking inventory, advertising to pull in customers, and support services.

Will he get off his seat?

There's another question, too: Will the small businessman, accustomed to having a salesperson demonstrate equipment in his office, get up and go to a store? Al Cady, general manager of CDC's new consumer and small business market operation, says wryly, "We're all shooting an expensive set of dice on that one."

NCR, Dayton, OH, apparently has decided that businessmen don't change easily. The company ran two business centers in Cincinnati for a year but closed them down last spring because, an insider confesses, "they weren't cost-effective at all." However, industry observers question the depth of NCR's commitment, contending it did little advertising to generate traffic, and used inadequately trained part-time store personnel.

The dash into retailing is a dramatic turnabout for vendors. Jerry Carp, senior consultant, Input, Saddle Brook, NJ, a research house specializing in high-tech industries, recalls that when he made a survey of alternative distribution channels in 1978, electronics manufacturers turned thumbs down on the idea. Now, they find they must at least give it a try, and they're trying a variety of approaches as can be seen by the operations that DEC, Xerox, and CDC are mounting.

DEC's 25 stores (it recently closed a Detroit

outlet and one in New York City's Wall Street area) carry only the company's low-end WS78 machines that combine word and data processing, plus related peripherals and some independent terminals. "We sell only the products we know best and can support," says Gerald Moore, vice president and general manager of the retail products group. "In this market, support is as critical as the purchase because it is not computer-sophisticated to start with." On average, each DEC store has a manager, administrative assistant, applications specialist, and one to three salespeople.

Xerox's Robert F. Reiser, president of the Retail Markets Div., vows to build a network of "supermarkets for the office" by the middle of next year. Among the 1,000 items his 13 outlets carry are:

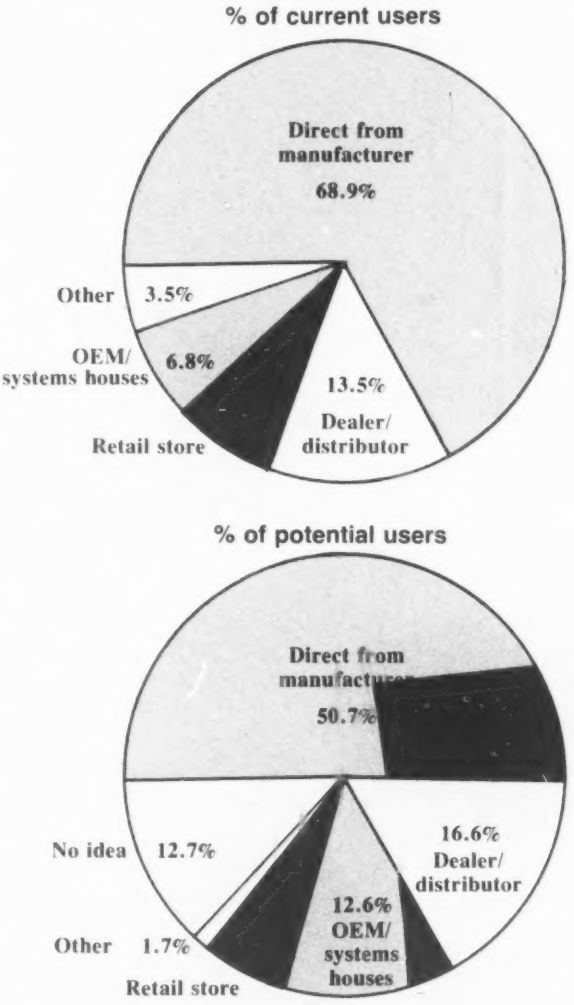
- Familiar Xerox low-end products, such as copiers, facsimile machines, and Diablo computers.
- A wide assortment of gear made by other manufacturers, such as H-P calculators, Panasonic recording-dictation equipment, Apple computers, and even a wet-paper copier imported from West Germany.
- Products made for the Xerox label by outside vendors, such as pocket calculators by APF Electronics and typewriters by Remington Rand.

Both DEC and Xerox fend off queries on the potential roadblocks they may encounter. For example, some observers wonder if the small businessman will travel to a DEC store that offers only one line of equipment, even though the success of Tandy's Radio Shack in selling its advanced models to small businesses suggests he will.

Dealers may cry "Halt"

If Xerox's Reiser lives up to his promise to blanket the biggest metro markets with stores, outside vendors that supply his stores may face a backlash from their own dealers and distributors. Also, Xerox's own direct salespeople may wonder why they're not given a crack at selling some of the fast-moving private-label goods. This point could be academic, however. A Xerox source reveals that half of the sales personnel in the stores (the average is five per outlet) are transferees from direct sales who applied for the job. This may suggest that Reiser has been given a megabucks budget to fund the stores or that he has something more than the small-business market in mind.

Where small businessmen plan to buy computers



Source: Venture Development Corp., *The Small Business Computer Industry: A Strategic Analysis.*
Sales & Marketing Management.

Survey of small businesses shows that computer stores may get a smaller share of the pie in the future.

CDC's Al Cady definitely has more than small businesses in his sights. Contending that CDC will have at least 100 outlets in place by the end of 1981, he says he plans to combine the best of the DEC (services) and Xerox (product diversity) approaches. Significantly, he says, "We will address two basic markets: the small businessman who needs service on a wide range of functions and the consumer who is looking for computer-based education systems, such as our PLATO, to improve certain skills."

Although CDC does not manufacture small computers, it will make up for that by selling a

business-oriented, entry-level minicomputer that Data General will unveil shortly. It also offers microprocessors made by Ohio Scientific, which itself is testing in selected Montgomery Ward outlets. Says Gordon C. Chichester, president of Focus Research Systems, a West Hartford, CT, researcher specializing in data and word processing, "CDC has a strong asset in the broad range of peripherals it makes that are suitable to a small business environment."

Most service-minded of all

CDC is unusual among the major mainframe makers in that services, rather than hardware, generate the bulk of its revenues, and Cady intends to capitalize on that. "We'll be more than just a computer store or a 'supermarket,' " he says, "and we'll offer more than just hardware and software." He ticks off the long list of CDC service-oriented operating units whose expertise will be used to woo small businesses, including Cybernet (time-sharing), Commercial Credit (insurance and financial services), Business Advisors (consulting), and even temporary office help, equipment leasing, and import-export assistance.

Cady envisions a hub store in each of the 22 leading metro markets, where prospects can sample the complete array of hardware, software, and services. Linked to them will be a network of satellite stores, with a more limited menu. To establish a beachhead in the consumer market, Cady will have learning centers in the hub stores where people can take PLATO-based self-instruction courses on basic high school subjects and other skills. The centers will also have courses for small businesses, such as *The Psychological Approach to Selling* and *Management Training for the Career Woman*.

All three manufacturers plan heavy advertising to bring small-business executives into the computer stores. For example, CDC plans to spend $2.3 million next year. At DEC, each store has its own cooperative advertising budget. In addition, a corporate advertising group at headquarters is experimenting with vertical trade show promotions, radio spots, and sweepstakes focussed at a particular market. Xerox relies primarily on saturation direct-mail, using "every kind of business list we can get our hands on," a company source says.

All that and more may be needed to entice the quarry into the stores. Market research analyst Karen E. Rosenfeld, of Venture Development Corp., a Wellesley, MA, research firm, says that a survey of small-business computer users found that 7.3% of respondents bought their machines at a computer store and, even worse, only 5.7% of *potential* users will buy their units there (see accompanying chart).

CDC's Cady admits the going won't be easy. "The market is there—some 10 million businesses, each with less than 20 employees and under $10 million in revenues," he insists. "But the market won't be opened up as fast as most people think. It will take a long education process. As the software becomes more easily understood and available, however, the small-business computer will eventually be as commonplace as the electric typewriter and the office copier." On such appealing visions the dice roll merrily.

Bringing customer service home

No matter how sensible it seems, it's usually risky to cut back on a sales or service function in the field even if you're certain of providing customers with the same degree of tender loving care from a central office. Firestone Tire & Rubber was well aware of the hazards last year when it centralized customer service for its Dealer & Stores Operations: tire dealers are used to having representatives of all leading manufacturers near at hand. (For other Firestone reorganization news, see page 20.)

Nevertheless, both sales and service have improved under the program called Fast Action Customer Telephone Service (FACTS), says James W. Tyson, manager of the 36-person customer service staff in Akron. His department is divided into two types of telephone coordinators: (1) outbound callers who phone every dealer at least once a week to take orders for immediate shipment, and (2) order analysts who handle inbound calls and are trained to deal with a variety of product and service questions.

"Our dealers seem satisfied with the information on availability," says Tyson noting that the company continues to ship tires from the same 19 warehouses it has always used. The difference, of course, is that where a local customer service rep formerly often had trouble putting his hands on a hard-to-get item, the present staff can check all 19 locations instantly to see if it is available.

This sort of flexibility pays off, says Tyson, as does the discipline of having telephone people follow up regularly with specific accounts. There are fewer stockouts, he says, "and business just seems to improve when dealers are expecting that call."

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"Step-by-Step Sequence in Preparing a Sales Costs Budget." *Sales & Marketing Management*, Feb. 25, 1980, p. 38.

"Strategies of Territory Management." R. Kolgraf. *Industrial Distribution*. November 1978, pp. 35–40.

"Systemize Your Sales Data and Discover Your High Potential Prospects." J.H. Wecker. *Industrial Distribution*, May 1977, pp. 145–6.

"Value Added, or How Much Service Can You Afford?" G.W. Miller. *Industrial Distribution*, June 1979, pp. 43–5+.

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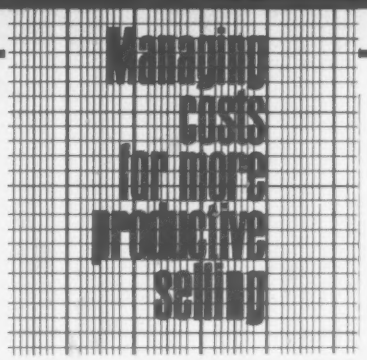

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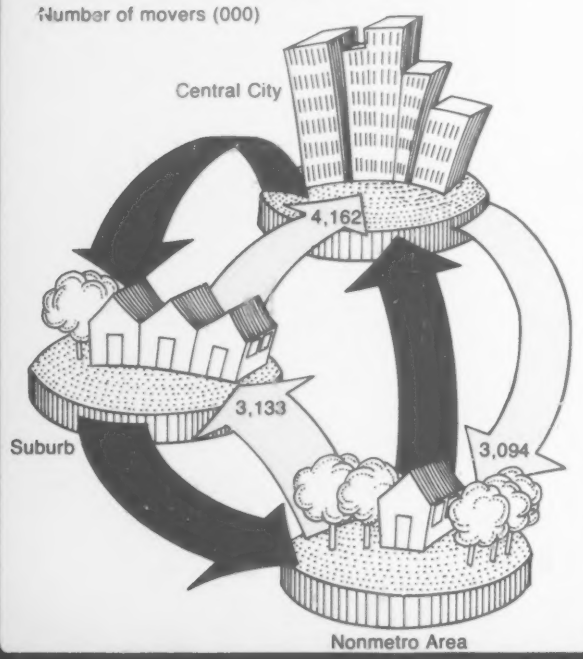
S&MM MARKETGRAPH

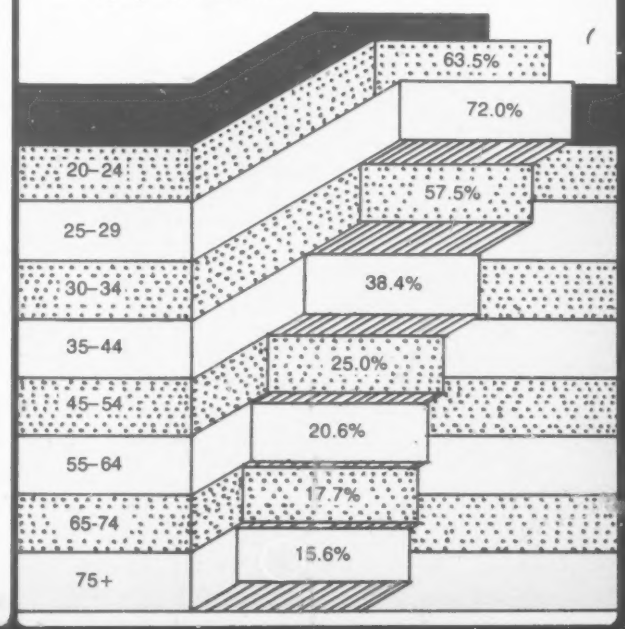
Mobile Americans: Disproving popular myths

One thing marketers should remember when selling to people on the move—they flout a lot of popular images. Traditionally, a person moves from a nonmetro area to the big city. During the last half of the 1970s, however, the number moving from a nonmetro area to the suburbs was 54% greater than those moving to the central cities. Despite all you read about a revival of core cities, for every suburbanite relocating in the central city, more than twice as many fled the core city. Finally, despite the media picture of well-off senior citizens trekking, lemming-like, to sunnier climes and resort areas, the lowest mobility rates occur among the elderly. In the 1975–79 period, 40% of all those 4 years and older moved, but the ratio drops to 17.7% for the 65–74-year-olds.

Three-ring migration pattern



Young adults the movingest people



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AN S&MM SPECIAL SECTION
Trade shows get respect
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1/16/81 C 1200-1 U

Apple Computer's marketing vice president, Steven P. Jobs

Brown-Forman Distillers' president, W.L. Lyons Brown Jr.

Dana Industrial Marketing's vice president, John H. Neff

Grand Awards

- ☐ Apple Computer
- ☐ Brown-Forman Distillers
- ☐ Dana Industrial Marketing

The sales and marketing leaders of 1980 are Apple Computer, which profited by shifting its focus from hobbyists to professional users; Brown-Forman Distillers, which increased market share for its premium-priced brands while introducing line extensions of its popular wines; and Dana Industrial Marketing, which deployed skilled sales engineers to build volume and enter new markets.

S&MM's Annual Awards Issue

Distinguished Awards

☐Amweld Building Products ☐Minnetonka
☐Anixter Bros. ☐NBI
☐Kroy Industries ☐Peoples Drug Stores
☐Texas International Airlines

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The 23 companies that turned in top performances in critical aspects of sales and marketing.

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The top 100 restaurants in the U.S. and Canada, as selected by S&MM readers in our annual poll.

Plus S&MM's Special Citation to entrepreneur Jim Ryder of Jartran

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For outstanding achievements in 1980, based upon the following: general marketplace innovation / sales and profit performance / competitive standing / entry into new markets/ product introduction / advertising and promotion / training and motivation / compensation and incentives.

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Upending a basic marketing axiom
16 **Brown-Forman Distillers Corp.**
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Survey of Selling Costs. New features enhance the 1981 edition to help marketers contend with rising field sales costs. Included are data on what companies actually pay per month for such basic expenses as meals, entertainment, lodging, and the like. Feb. 23.

For this issue only

Because of the space devoted to the Annual Awards, our Short Takes, S&MM Barometer, S&MM Predicts, Marketing Newsletter, and Industrial Newsletter, which usually precede our feature articles, are not included in this issue. Also, we are omitting the following departments, which usually follow our features: Advertising, Books, Changes in the News, Compensation, Cooperative Advertising, Customer Service, International Newsletter, Jaundiced Eye, Market Analysis, Marketing Research, Meetings, On the Road, Sales Force Management, Sales Strategies, Significant Trends, and Tough Customer. Awards, Et Cetera is substituted for Marketers, Et Cetera.

AN S&MM SPECIAL SECTION

TRADE SHOWS GET RESPECT

1981 will see marketers using more than 9,000 trade shows nationally—double the number held just five years ago—to achieve such objectives as introducing new products, passing along new technical or professional information, and, especially, finding new customers. But now the question is: How productive are these shows?

AN S&MM SPECIAL SECTION

TRADE SHOWS GET RESPECT

For trade shows

'Not being there is a negative'

By ARTHUR J. BRAGG
Senior Editor

Charlie Champlin, manager of incentive sales for Faribault Woolen Mill, Faribault, MN, has changed his mind about trade shows. "They used to be a nice break from day-to-day business," he says. "Now they are so important that we plan them to the 'nth' degree." And, he adds, they're becoming an increasingly important part of Faribault's marketing budget.

Champlin praises trade shows for a number of benefits, but none so important as sales leads. "We establish very specific goals for each show and have no more than three or four goals per show. For example, we may want to see 30 excellent leads. And we monitor our achievement."

Each lead obtained is written up formally; later each is sent a letter and appropriate catalogue materials (Faribault has six different form letters for follow-up). A copy of the letter dispatched to the lead is sent to the appropriate rep with a tear-off, postage-paid form. Each rep is invited to comment on the value of the lead. Currently, Champlin gets about a 40% return on the forms; he also keeps an annual record of lead results to help him in his budgeting.

Champlin, who sells through independent reps, insists that his salespeople work as hard at shows as he does. "I make sure that they don't just say, 'Can I help you?' Also I train salespeople to 'pitch and close'—don't just chat." He also sees to it that each of his salespeople spends at least one hour in his booth, putting him at variance with the majority of managers selling through independent agents who don't want the

(continued on page 58)

More than just another pretty face

Handsomeness counts—but how well its exhibit suits a company's specific goals for a show counts even more. In the National Trade Show Exhibitors Assn.'s opinion, these three exhibits excelled. From left: a 1978 Kodak Ektachem booth (judged best in the 400-sq.-ft.-or-under category), Teradyne's 1979 NEPCON West Show booth (401–1,600 ft.), and last year's Kodak booth at the National Micrographics Assn. Show (over 1,600 ft.).

Against them

'Big companies don't need them'

This year, Jack Wellington will realize a long-cherished ambition—he'll be a no-show at the National Premium Incentive Show in Chicago. Wellington, who is national premium accounts manager at Canon Calculator Div., is one of the more vociferous members of what might be called the I-Sell-at-Trade-Shows-But-I-Hate-Them Club. His dislike of shows runs deep.

"I am convinced," he says, "that most of the shows today are created for show committees, not for the exhibitors." He believes that that explains what he calls "the absolute plethora of shows now being put on." He also berates shows as "expensive and getting more so all the time" (see page 61). And he believes that the two electronics shows and two consumer products shows he attends each year have become boring for everyone.

"It is terrifically difficult to generate excitement at a show that is held twice each year," he says. "We don't come out with new products all that often. Who does? We have found that customers don't like having to attend two shows put on by their industry each and every year. Some don't want to attend, period. They feel that if there is anything important going on, we'll come to them." Although figures on attendance, as well as those on space, as reported by managers of shows, are increasing (see charts, page 60), Wellington argues that attendance at the shows he attends is off.

"Shows are only valuable for companies with a low profile, the small companies. Big ones don't need them. I am for one show per year only." Toward that end, his management recently decided that it will not

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TRADE SHOWS GET RESPECT

For trade shows

(continued from page 56)

agents inside their booths. "This gives me a chance to observe him sell and so that he can observe me." Salespeople are also instructed to try and lure their most important customers into attending a show whenever possible.

Champlin's high regard for trade shows is shared by many. Management at Clark Equipment's Transmission Div. values them as one of the best methods of getting fleet operators and truck dealers to specify their products. Kraft, Inc., managers say that they are ideal in keeping food retailers aware of both the company's long history as a major supplier and its promotional sales-support programs, and managers at Monsanto Enviro-Chem Systems say they are a vital tool in the company's attempts to broaden its market. Giddings & Lewis salespeople's opinion of the International Machine Tool Show is summed up by this statistic: 1,089 qualified leads, a rise of 110% over previous business. (For another company highly enthusiastic about that show, see page 64.)

Another marketer who is high on shows is Piper Aircraft's meetings manager, Michael L. Foust. Reason: the 15 shows Piper teams (made up of sales, marketing, and product-support personnel, sometimes when the show is especially important numbering as many as 30 people) attend are a major link with the company's distributors. "Also, we derive a phenomenal number of leads from shows," Foust declares, particularly the annual event staged by the National Business Aircraft Assn. In fact, Piper's dedication to shows extends to sending its people to gatherings of physicians, nurses, home builders, and other potential buyers of small aircraft.

"We always involve the local distributor, and in advance of some of the shows, we promote our appearance in trade publications and occasionally in the local media, including TV," Foust says. Piper, he notes, always builds its exhibit around the product, whether it is wholly new airplanes such as this year's Cheyenne II, or updated ones. Aircraft are shown off in either a "static display" in the exhibit hall or are available for actual demonstration flights with potential customers aboard.

Another reason why Foust likes shows is "they give us a chance to visualize the actual state of the art in our industry, giving us knowledge about our competition."

As the cost of making a field sales call climbs each year, many are finding that trade shows can be an effective way to help manage that cost (although the cost of making a face-to-face contact with a qualified trade-show visitor is, itself, up; the Trade Show Bureau's latest survey, for 1979, reveals that that figure has risen to $56.88).

Ekco Housewares marketing manager Elliot Black, a 25-year veteran of shows, notes that the five his company attends each year especially reduce the costs associated with approaching new prospects. "Approaching the new prospect in the field is one of the most expensive kinds of sales calls for us, considering the amount of special preparation that kind of call entails," Black says. "Trade shows bring the new prospect to us—and that's certainly more efficient.

"True, the quality of the 'call' made at a show is less. So the contact made at a show is done in conjunction with the field call made later—that's when we tend to actually make the sale." Another benefit Ekco gets out of its shows, Black notes, "is a much closer relationship with our existing customers. A show permits you to let your customer see more of your 'whole picture' than a salesperson can do sitting in the customer's office." Says Black, "I'm convinced that being at a trade show is not necessarily a positive—but not being there is certainly a negative." S&MM

The show that ate Chicago

One significant trend in trade shows is that there are more of them—an estimated 9,000 will be held in the U.S. this year, including the newly popular regional shows. Another trend is to make the shows bigger than ever. The winner in that category is the 1980 International Machine Tool Show (IMTS-80), put on in Chicago for 10 days last September by the National Machine Tool Builders Assn., McLean, VA. Some of its statistics:

- 1,143 companies from 32 different countries exhibited
- 800,000 square feet of exhibit space
- 18,000 tons of machinery and equipment, worth $500 million
- Three different exposition facilities: McCormick Place East, McCormick Place West, and the Conrad Hilton Exhibition Halls
- 105,941 attendees
- 61% of the visitors said they made a final purchasing decision at the show; the value of those sales: an estimated $800 million.

Against them

(continued from page 57)

exhibit at the Chicago premium show in October, an event it usually sends four or five people to (Canon's team for the two electronics shows numbers 25). "The trouble with our not being in Chicago," Wellington says, "is that people—competitors—will say that we're hurting financially. What I'd like to do is get friendly enough with our competition to get them to agree together not to go to the show."

Wellington says that exhibitors' problems with I&D (installation and dismantling) companies are another turnoff. In an article for S&MM (Feb. 5, 1979), Barton M. Lewy, who heads The Display House, a Philadelphia exhibit-design house, indicted the I&D firms and others for a long list of "horrors" committed against exhibitors. Asked to give his opinion of the situation now, Lewy suggested instead that his list be reprinted. Here it is, in part:

- Phony insurance claims by I&D firms against truckers
- Grossly careless service by drayage firms
- Erratic labor charges passed along to the exhibitor
- Failure to follow up on such details as complete shipments and clean exhibit areas
- Careless dismantling and repacking after the show.

(Lewy's article prompted a response from a former president of the National Assn. of Exposition Managers, Rudy Lang (S&MM, Apr. 9, 1979), who noted, "The ultimate responsibility . . . has to be the exhibitor's.")

Another outspoken foe of trade shows, although his marketing program last year included appearances at 6 major shows and 10 smaller ones, is Burton L. Salomon, president of institutional sales for Manhattan Industries (one of its products: Manhattan shirts). Salomon's chief complaint is the increasing costs of participating in shows, especially booth rentals and those for services rendered by show managements. "They're now even charging you to bring your freight into the exhibit hall itself—they used to do that for you free," he says. But Salomon's outrage hardly stops with costs.

Says he, "Everything nowadays is done for the show management, not for the exhibitors. The only other ones to get anything out of trade shows are the hotels and the prostitutes. Also, the pilferage is abominable, and it is the show people themselves who are doing the stealing. We had five to ten items stolen at a recent show alone. Show management knows that it is going on and they're not doing a thing about it."

He adds, "The trend now is that the shows seem to come on top of one another, especially in January and February. We have found that the expense involved in travelling to shows is so great that a lot of us here are now staying closer to home, attending the regional shows instead, where it is not necessary for us to stay at a hotel."

If Salomon is so dissatisfied with shows, why does he continue to use them so aggressively? Well, that may change. Like Canon Calculator Div., Manhattan Industries has just elected to drop one show from this year's schedule. More could follow. Says Salomon, "Manhattan Industries as a whole is reviewing its participation in shows."

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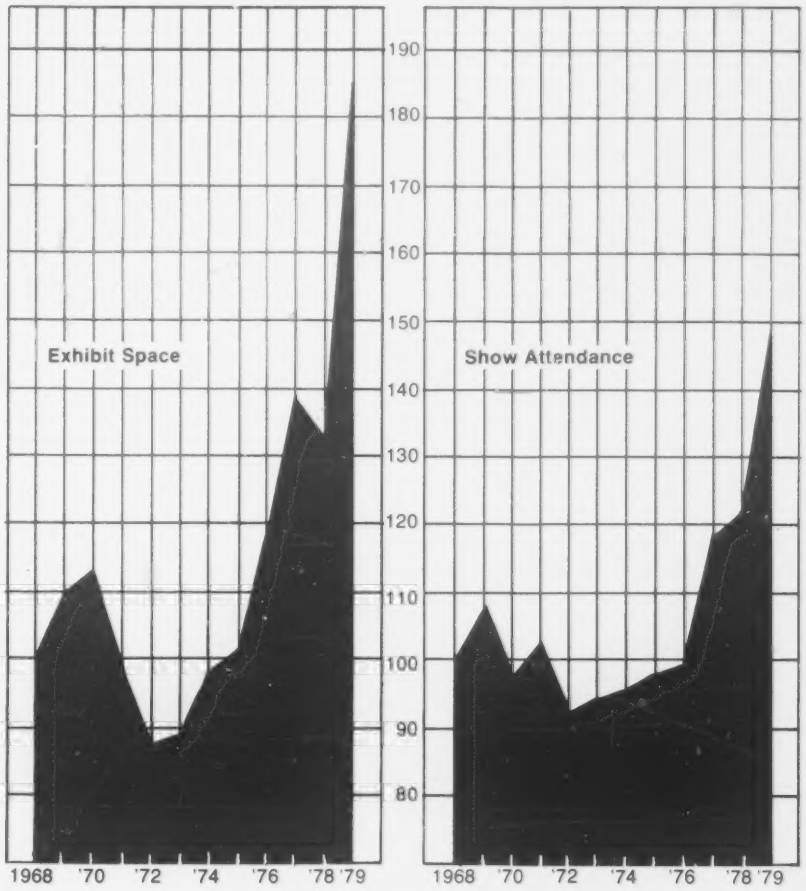
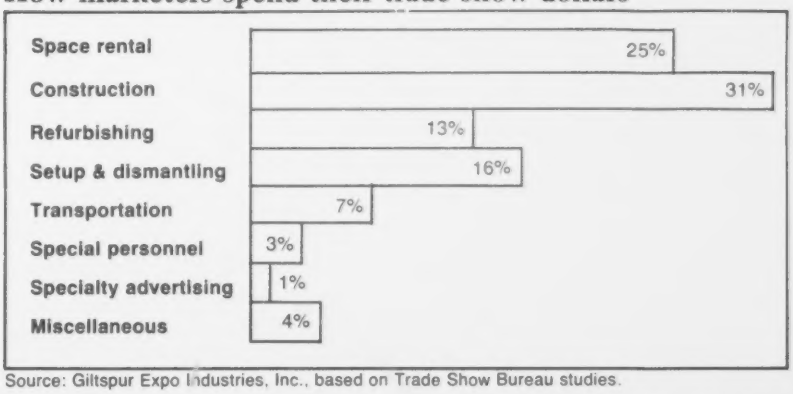
TRADE SHOWS GET RESPECT

The growth of trade shows



How marketers spend their trade show dollars



Source: Giltspur Expo Industries, Inc., based on Trade Show Bureau studies.

Costs: What suppliers have in store for exhibitors

Each year, the National Trade Show Exhibitors Assn. (NTSEA) surveys firms supplying the goods and services which go into the exhibit manager's budget to learn which charges are likely to rise. Shown below are what marketers can expect to pay this year vs. last year. NTSEA publishes the full results of its research in its *1981 Budget Guide*, which also shows marketers how to track exhibit expenses and how to develop estimating trends useful when planning future budgets. Copies of the *Guide* are available for $25 to nonmembers; order from the National Trade Show Exhibitors Assn., 4300-L Lincoln Ave., Rolling Meadows, IL 60008. Payment must accompany the order.

	Number of Responses	Range of Projected Increase	Most Frequently Reported Figure
Exhibit design & construction			
Design & detailing	55	0–30%	0%
Shop construction materials	56	0–200	10
Shop construction labor	56	0–30	10
Transportation			
Freight	37	0–50	10
Drayage	27	0–50	10
Show services			
Carpenter labor	39	0–20	10
Electrician labor	21	0–20	10
Plumbing labor	9	0–20	10
Janitor labor	14	0–20	0
Photographer fees	12	0–20	0
Guard service fees	9	0–20%	0%
Florist fees	8	20–10	0
Furniture & equipment rental	30	60–25	10
Audiovisual equipment rental	22	0–25	0
Projectionist labor	15	0–25	10
Other			
Presenters, live talent	12	0–30	0
Hotel accommodations	17	0–40	0
Air travel	17	0–40	10 & 20
Space utilization			
Exhibit space rental rates	15	0–20	0 & 10

Source: NTSEA

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TRADE SHOWS GET RESPECT

Heeeere's Schiff Bio!

The problem facing Frances Scerbo, vice president of Schiff Bio Foods, was the same every marketing person must solve when attending a major trade show: how to stimulate interest in the booth and the products. Scerbo's solution was a first in the health foods industry: Schiff reached its audience in hotel rooms via closed circuit TV programs.

The event was the July convention of the National Nutrition Foods Assn. (NNFA), held at the Hyatt Regency Hotel in Chicago. In May, John Gilbert, the new president of Schiff Bio Foods, and Scerbo met with Ted Klein & Co., a New York public relations firm, to explore ways to increase sales and make a significant impression.

"We looked at several options," Klein says, "but it seemed to me that the hotel's closed-circuit TV system afforded us the ideal vehicle to reach the people attending the convention. We decided that Schiff would sponsor a daily interview program and Frances would be the anchorperson for the shows."

Commercials were taped only ten days before the convention in a health-food store in Hacksensack, NJ, near Schiff's headquarters in Moonachie. The advance time, although short, allowed for some animation and titles.

Every day, from 6:00 to 7:00 p.m. and again at 11:00 p.m. to midnight, a TV program consisting of interviews with well-known health-food personalities at the convention, interspersed with Schiff commercials, was broadcast to each room.

The spontaneity and timeliness of the program, each taped the morning of the telecast, gave the viewers the opportunity to hear about the new Schiff products and follow it up with a visit to the booth.

Gilbert says that the result "was just what we hoped for. We were able to come to Chicago with a new way of bringing the Schiff message to the industry. We will try to improve some of the technical aspects

This article was written by Alan Caruba exclusively for S&MM. A member of the International Assn. of Business Communicators, Caruba is based in Maplewood, NJ.

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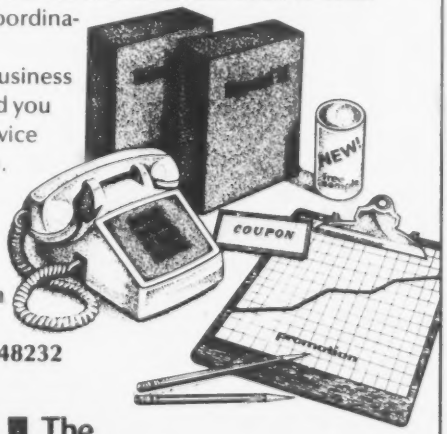

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Total attendance at the convention came to more than 5,600. Thus, the cost of the entire project was estimated at approximately $3 per viewer contact.

At presstime . . .

Few issues generate more controversy in trade show circles than auditing the shows—the verification of the number of attendees, sometimes done in connection with a survey or profile of the audience. Those who like audits call them an invaluable tool in determining in advance if a particular show will be worth the investment; those who don't like them attack them as being often inaccurate and therefore worthless. Nonetheless, virtually every show is now audited by someone, either its management, exhibitors, the industry involved, one of the trade show industry organizations, or an outside audit company.

S&MM learned just as this Special Section was going to the printer that the Exposition Audit division of Business Publications Audit of Circulation, Inc. (BPA), New York City, is ceasing operations. Begun in 1972, the division last year audited 60 shows, including the National Housewares Exposition and CONEXPO, staged by the Construction Industry Manufacturers Assn. Exposition Audit's services consisted of verifying that registered attendees actually appeared at the shows and classifying actual attendees by their job titles or functions and their geographical locations.

Joe Foley, the new BPA president, noted that his board of directors had decided that the BPA should not invest the additional funds to expand the division's marketing efforts announced recently. He called on the trade show industry to create "an independent organization within itself" to audit shows.

In 1980, Electri-Card direct response post-cards were mailed out for the first time. And the returns have been overwhelming. Advertiser comments include: "The response to Electri-Card has been outstanding." "We feel we are reaching a different level of readers – the guy doing the work." "The cards generated hundreds of leads." And "We have received 709 replies." In 1981 three Electri-Card mailings will be made to 46,700 electrical contracting owners, executives, managers, and key employees. People who will spend almost $8 billion on electrical materials and tools. To find out more about Electri-Card write Electrical Contractor magazine, 7315 Wisconsin Avenue, Washington, D.C. 20014. Phone (301) 657-3110. Use Electri-Card. Look forward to many happy returns. ElectricalContractor

Electri-Card. Many happy returns.

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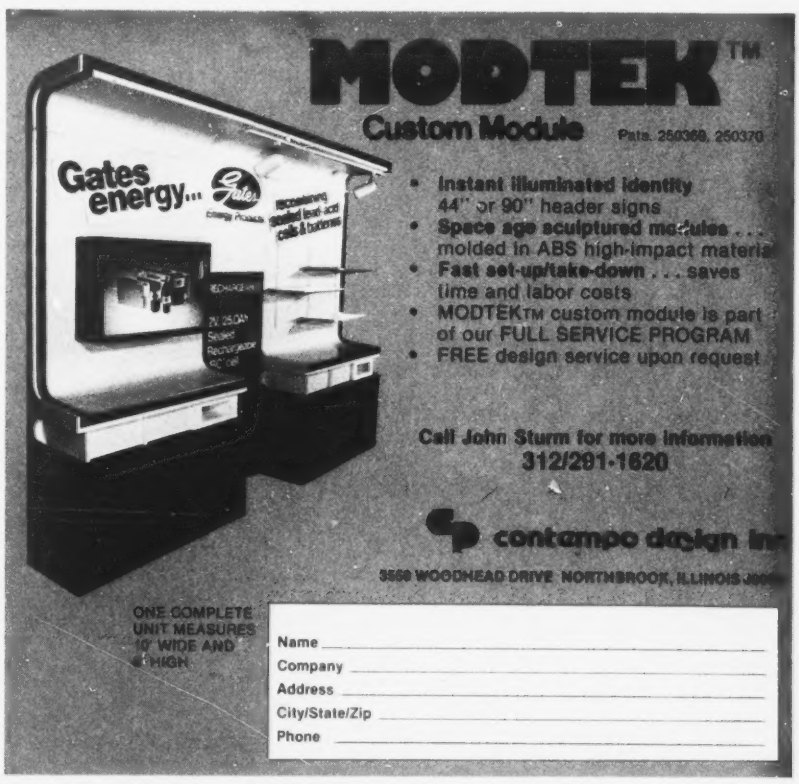

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TRADE SHOWS GET RESPECT

Ex-Cell-O does it by the numbers

Ex-Cell-O Corp., Troy, MI, tapped last September's IMTS '80 (the International Machine Tool Show) for record sales. Its "secret": working with Kitzing, Inc., a Chicago trade show marketing agency, the company devised a separate sales and marketing program for the 10-day, Chicago show and implemented it one step at a time.

Phase 1. Preshow activity included mailings coordinated with the bold graphics of the exhibit. Some 24,000 announcement invitations were mailed to prospective and current customers all over the world, and 500 personalized letters on Ex-Cell-O show letterhead were sent to a select group of prospects. Another 500 invitations to Ex-Cell-O's hospitality suite went out on show letterhead.

Also, a preshow sales training workshop was tailored for Ex-Cell-O's selling situation at the IMTS. Attended by 75 top personnel, from regional managers to technical engineers, the workshop involved all of the participants in critical role-playing examples with how-to's for effective selling at the show. A review session the day before the show encouraged each man to set his own sales objectives and review the qualifying and sales techniques introduced at the previous one-day workshop.

Phase 2. Show activity concentrated on reaching the two objectives Ex-Cell-O's Machine Tool sales and marketing executives had set. Objective 1: Obtain 2,000 qualified sales leads during the show. Objective 2: Obtain $5 million in sales commitments resulting from show sales activity.

Moreover, a motivational program was mounted during the show to stimulate and monitor the sales activity. At a breakfast meeting every day, sales leads from the previous day were reviewed.

More than 3,500 qualified sales leads were obtained at the show; 983 of those specifically requested a quotation or sales call. Ex-Cell-O surpassed its first objective by 75%. To date, $4.4 million in machine tool sales have been committed, and a sales follow-up program is still in full swing.

Phase 3. Postshow follow-up of those 983 qualified sales leads involves tracking them in the field for six months. Leads have been distributed both to Ex-Cell-O salesmen and its 150 distributors. The program is monitored by regional sales managers and administered by Kitzing, Inc. There is continual feedback and recognition for sales achievements after each of the reporting periods. S&MM

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Lightning is an 8-ft. tall, 10-ft. wide, aluminum framed, 3 unit display that packs into 4 portable, high impact ABS plastic "Custom Carriers" each weighing about 60 lbs.

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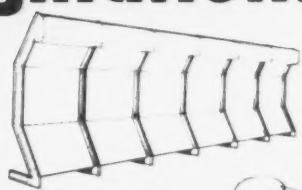

Imagine 12 panels stretched out to 40-ft. in a trade show.

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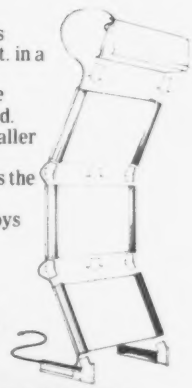
Or framed by smaller graphics.

Lightning startles the eye, exhausts the imagination, and toys with the emotions.

Lightning is electrifying.

Lightning, like a bolt out of the Blue Thumb Company.

Call or write for complete details.



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S&MM

SALES & MARKETING MANAGEMENT

FEBRUARY 2, 1981
A BILL PUBLICATION
TWO DOLLARS

...N S&MM SPECIAL SECTION
AV finds its niche
Page 43.

2/10/81 C 1200-1 U

How Corning Process Systems refused to go down the tube

New products, a strengthened sales organization, and, above all, getting manufacturing people on the marketing team saved this Corning Glass Works unit. Among those responsible for turning around the marketer of glass piping, heat exchangers, and evaporators are Zaki Mustafa, general manager; Bill McLay, product manager; and plant managers Kenneth Conway and Michael Coletti. Story on page 25.

Inside Out

Perky advertising helps Proctor-Silex promote its revamped line of coffee-makers and other small appliances on TV and in magazines. Page 10.

Compensation. A preview of data for S&MM's *1981 Survey of Selling Costs* shows that graduates entering sales and marketing jobs this year will be offered 8.1% more than last year. Page 11.

Putting GE in the chips. The $24.5-billion giant is determined not to miss out on microelectronics. Page 11.

S&MM Barometer. Retail sales will top the trillion-dollar mark for the first time in 1981, but the increase barely keeps them even with inflation. Page 13.

Industrial marketing. Bemis creates a Distributor Products Div. to sell its Stretchfilm through, of all things, distributors. Page 16.

MetPath clones a sales force. When it decided to push for a big jump in sales this year, the operator of clinical laboratories increased its sales force by more than a third. Page 18.

Complete Contents, Page 3.

Sales productivity

The latest data show that field salespeople are doing their part to improve America's productivity. Find out if your industry is among those with the most impressive gains. Page 29.

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What's coming up

Survey of Selling Costs. New features enhance the 1981 edition to help marketers contend with rising field sales costs. Included are data on what companies actually pay per month for such basic expenses as meals, entertainment, lodging, and the like. Feb. 23.

Trouble at the PX. Charges of widescale bribery of purchasing officials who stock Army and Air Force PXs worldwide have resulted in prosecutions of some independent military sales reps. Now there's a threat to rewrite the rules by which marketers sell to this $5.1-billion market. S&MM probes the scandal and shows what some marketers are doing to keep their reps honest. Mar. 16.

The bounty of agrimarketing. There's plenty happening down on the farm, including computer technology, demand for energy-saving tractors and other equipment, and a reduction in small, family-owned operations. The result for marketers is a wave of new products, competition from abroad, and a requirement to sharpen their selling. Apr. 6

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ABP BPA MPA ABC

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Too often male managers' interactions with female sales representatives are based on social conditioning, not training.

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S&MM's cover photograph by Gerald L. Millet.

olution. The $24.5-billion giant missed out on semiconductors' explosive growth when it retreated from the integrated circuits market a decade ago, and it's determined not to overlook the current electronics boom.

Chairman Reginald H. Jones, who retires Apr. 1, sees microelectronics, which is based on silicon chips smaller than a fingernail that do what room-size computers did years ago, as pivotal to GE's sales strategy for the 1980s. The emphasis, he says, will be on selling systems to industry for productivity improvement and energy conservation. Comments consultant Harry Edelson, head of Edelson Technology Associates: "GE also wants to have its own in-house supply sources to avoid the component shortages that have plagued semiconductor companies in recent years. That's why others, such as Westinghouse, Honeywell, and United Technologies, are buying small semiconductor firms."

Other moves made by Jones and his successor, John F. Welch, 45, head of GE's consumer and industrial products sectors, include the following:

• Acquisition of United Telecom's Calma subsidary, a leader in the computer-aided-design and computer-aided-manufacturing (CAD/CAM) industry. The Gartner Group, a Greenwich, CT, research firm, notes that GE's computerized graphics business (S&MM July 7, 1980), which is growing 50% a year, will benefit from Calma's expertise in interactive, three-dimensional, and voice applications.

• A bid for Great Western Silicon, a joint venture of Applied Materials and Fairchild Camera & Instrument. The company makes polycrystalline chips.

The thrust of these moves, Jones says, is to enable GE to

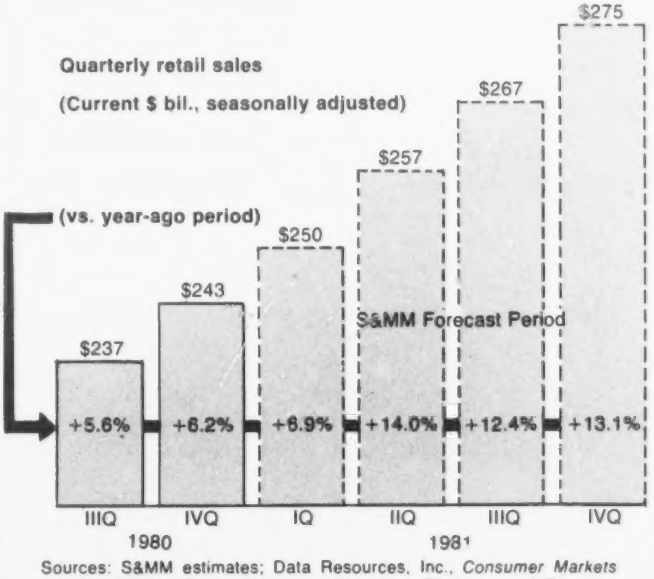
S&MM BAROMETER

Retail sales: A trillion isn't much

Consumer spending in retail stores in 1981 will top the trillion-dollar mark for the first time. Aside from that milestone, there won't be much to cheer about. Retail store sales are expected to climb 11.3%, to $1,049.27 billion. But with the inflation rate projected at 11%–12%, that means no gain in real spending, marking the third straight year when many households won't see a rise in living standards.

Higher taxes and interest rates will crimp sales. Carol Brock Kenney, Shearson Loeb Rhoades vice president, points out that higher social security taxes, inflation-induced tax bracket upcreep, and windfall profit levies will extract $42 billion from the economy. Thus, even with the proposed $24-billion cut in income taxes there will be a net loss of $18 billion.

Data Resources, Inc., senior economist Evan Barrington notes that unusually cold weather in the Northeast and Midwest and last month's freeze in the Southeast will push energy and food outlays higher than forecast earlier, leaving fewer dollars for nonessentials. Chase Econometrics chairman Lawrence Chimerine sounds one optimistic note: "Unlike 1980, consumer spending won't collapse because the Fed isn't going to enact credit controls for a while."



Sources: S&MM estimates; Data Resources, Inc., *Consumer Markets Service*; Goldman Sachs, *The Pocket Chartroom*; Shearson Loeb Rhoades, *Consumer Capsule*; Census Bureau, *Monthly Retail Trade Report*.
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New data from the Bureau of Labor Statistics show that the field salesperson, far from being an economic liability, is doing his part to raise productivity.

NOT BAD AT ALL

By THAYER C. TAYLOR
Senior Editor/Management Sciences

Despite all the talk about lagging American productivity, there's evidence that marketing executives are winning the battle to make sales budgets work more efficiently. An S&MM analysis, based on government surveys of employment in manufacturing industries as well as unpublished federal government data, suggests that the individual salesperson has steadily increased his output in recent years.

Between 1971 and 1977, the number of sales representatives employed by manufacturing concerns rose 10%, according to Bureau of Labor Statistics surveys. The Census Bureau reports that during the same period manufacturing shipments' dollar value more than doubled. Thus the volume of shipments represented by the average salesperson shot up 84%, to $4.2 million in 1977.

Of course, much of the dollar increment is due to inflation. However, the same strong improvement pattern is shown by the Federal Reserve Board's output index, which is based on physical volume. That climbed 28% in the same period, or 2.8 times faster than the increase in sales personnel.

Sales performance gains varied widely among the different industries, ranging from only a 25% increase in shipments-per-salesperson in the textile industry to 456% in tobacco. As a rule, nondurable goods companies did much better than their durable goods counterparts, posting a 109% gain in shipments-per-salesperson vs. 63%.

Much of the improvement was due to greater use of outside agents. Increased use of brokers, for example, enabled food manufacturers to trim their own sales staffs 29% in the face of an 86% rise in shipments, thus lifting the shipments-per-salesperson ratio 109%.

Interestingly, while use of manufacturers' reps has in-

What the new BLS data mean to the marketer

Information on the number of sales personnel employed at the industry level is a scarce commodity. That's why one of the most frequent questions S&MM receives is, What should be the size of my sales force? The new Bureau of Labor Statistics information can help the marketer's sales force planning as follows:

- **The shipments-per-salesperson ratio can be a yardstick for evaluating the amount of business the manager's own salespeople are bringing in.**
- **The same ratio, when matched against targeted sales goals, will suggest the number of sales personnel required to generate a given amount of business.**
- **The predicted changes in industry sales personnel, based as they are on how government forecasters expect that industry to perform in the years ahead, will tell the marketer how many additional sales personnel are needed just to keep up with the competition.**

The productive salesperson

SIC	Industry	Number Of Salespersons 1977	% Change 1971–77	Shipments (Mil. $) 1977	% Increase 1971–77	Shpmnts. Per Salesperson ($000) 1977	% Increase 1971–77	% Change In Physical Output 1971–77
NONDURABLES[1]		**150,120**	**N.C.**	**$ 596,783.9**	**+110%**	**$ 3,975**	**+109%**	**+29%**
20	Food	42,760	−29%	193,096.3	86	4,516	164	+23
21	Tobacco	490	−71	9,051.1	64	18,472	456	+12
22	Textile mills	6,640	+34	40,290.6	68	6,068	25	+15
23	Apparel	15,670	+ 2	40,079.9	60	2,558	57	+28
26	Paper	14,970	+ 5	51,672.2	103	3,452	93	+15
28	Chemicals	53,670	+39	117,532.0	127	2,190	63	+48
29	Petroleum & coal products	2,590	− 3	97,627.9	262	37,694	274	+22
30	Rubber & plastics	10,510	+39	39,926.4	134	3,799	68	+57
31	Leather	2,820	−36	7,507.5	44	2,662	124	−15
DURABLES[2]		**160,420**	**+21%**	**$ 708,082.5**	**+97%**	**$ 4,414**	**+63%**	**+28%**
24	Lumber	8,880	−34	39,781.2	56	4,480	302	+15
25	Furniture	9,620	+19	16,853.1	73	1,752	45	+25
32	Stone, clay & glass	11,660	+16	34,937.4	88	2,996	63	+32
33	Primary metals	7,880	+20	103,042.8	94	13,076	62	+11
34	Fabricated metals	28,400	+24	89,083.4	112	3,137	70	+26
35	Nonelectrical machinery	38,580	+35	122,211.5	120	3,168	63	+44
36	Electric & electronic equipment	19,060	+24	87,602.7	78	4,596	44	+34
37	Transportation equipment	10,550	+22	166,795.2	92	15,810	57	+25
38	Instruments	13,500	+76	28,707.9	134	2,127	33	+42
39	Misc. mfg.industries	12,290	+12	19,013.3	88	1,547	68	+33
	TOTAL	**310,540**	**+10%**	**$1,304,866.4**	**+103%**	**$ 4,202**	**+84%**	**+28%**

[1]SIC 27, printing & publishing, is not included because the Bureau of Labor Statistics did not survey occupational employment in that industry in 1971. In 1977, the industry employed 65,640 salespersons.
[2]SIC 19, ordnance, was eliminated in the Standard Industrical Classification system (SIC) in 1977 and its component sectors allocated to SIC 34 and SIC 37.
N.C.—No change.
Sources: S&MM calculations; unpublished data provided by the Bureau of Labor Statistics' Div. of Occupational Outlook; Bureau of Labor Statistics, *Occupational Employment in Manufacturing Industries: 1977*, Bulletin 2057; Census Bureau, *1977 Census of Manufactures: Selected Statistics for Industry Groups and Industries, MC77-S-1(P)*; *Annual Survey of Manufactures: 1970–1971*; and *Statistical Abstract of the U.S.: 100th edition*; Federal Reserve System, Board of Governors, *Federal Reserve Bulletin*.

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creased appreciably in the durable goods industries in recent years, all but one of the ten durable goods industries (lumber) employed more sales personnel in 1977 than six years earlier. In contrast, four of the nine nondurable goods industries cut back on their sales staffs.

One reason why durable goods makers are beefing up their own sales forces, despite the greater use of manufacturers' reps, is the trend to specialized selling, which calls for having the salesperson concentrate on a single industry or type of customer. This requires a larger sales force than when the salesperson sells across the board.

Significant cross-currents in sales force practices took place within major industry groups. For example, in SIC 34 (fabricated metals) the number of sales personnel rose 24%. However, within that group, while marketers were expanding their sales force 84% in SIC 341 (metal cans and shipping containers) and 74% in SIC 342 (cutlery, handtools, and hardware), others were slashing their sales personnel: as much as 87% in both SIC 348, (ordnance) and SIC 343 (nonelectric plumbing and heating equipment).

Because of declining birth rates since the late 1950s, demographic shifts point to a slower increase in sales personnel in the 1980s. While manufacturers increased their sales staffs at an annual rate of 1.4% in 1971–77, unpublished projections prepared by BLS's Division of Occupational Outlook suggest the rate will top 2% for nondurables, but dip below 1% for durables in the 1978–90 period.

Even so, several industries will have to scramble to meet the explosive needs for additional sales personnel. The industries expected to experience the fastest growth in salespersons: SIC 227 (floor coverings), up 142%; SIC 283 (synthetic fibers) and SIC 378 (mobile homes), 93% each; SIC 357 (computers), 87%; and SIC 225 (knitting mills), 76%.

With most forecasts assuming economic growth in the 1980s in the 3%–4%-a-year range, sales force projections indicate that the shipments-per-salesperson ratio will continue on an upward curve. But don't count too heavily on the statistics. Such results aren't guaranteed for everyone.

The fastest gainers

SIC	Industry	1977 Shipments Per Salesperson ($000)	% Gain 1971–77	1971–77 Percent Change Shipments	1971–77 Percent Change Number of Salespersons
207	Fats & Oils	$18,864	**957%**	+322%	−60%
235	Hats & caps	1,312	**844**	+ 60	−83
351	Engines & turbines	30,519	**495**	+107	−65
287	Agricultural chemicals	2,932	**332**	+259	−17
295	Paving & roofing materials	2,983	**258**	+116	−40
205	Baked goods	1,945	**250**	+ 67	−52
252	Office furniture	3,737	**210**	+131	−25
395	Pens & pencils	1,225	**186**	+ 74	− 7
339	Misc. primary metal products	7,289	**170**	− 28	−73
283	Drugs	1,515	**159**	+ 98	−24
201	Meat products	5,806	**133**	+ 77	−34
314	Nonrubber footwear	2,883	**132**	+ 25	−46
208	Beverages	2,300	**132**	+ 75	−25
209	Misc. food products	4,540	**127**	+ 31	−42
336	Nonferrous foundries	6,886	**115**	+101	− 7
347	Metals services, not elsewhere classified	2,369	**106**	+127	+10
361	Electrical distributing equipment	5,666	**104**	+ 25	−39
264	Misc. converted paper	2,634	**102**	+109	+ 3

Sources: S&MM calculations, Bureau of Labor Statistics, Census Bureau.

Projections of tomorrow's sales force

SIC	Industry	Total Number of Sales Workers[1] 1978	1990	% Change
NONDURABLE		**315,300**	**397,100**	**+26%**
20	Food	58,600	54,300	− 7
21	Tobacco	2,600	3,100	+19
22	Textile mill products	10,400	16,400	+58
23	Apparel	30,300	38,700	+28
26	Paper	19,200	29,700	+55
27	Printing & publishing[2]	122,600	157,800	+29
28	Chemicals	49,300	70,600	+43
29	Petroleum & coal products	4,100	4,000	− 2
30	Rubber & plastics	13,100	17,400	+33
31	Leather	5,100	5,100	N.C.
DURABLES		**179,100**	**202,900**	**+13%**
24	Lumber	7,700	12,000	+56
25	Furniture	12,500	19,100	+53
32	Stone, clay & glass	16,100	20,500	+27
33	Primary metals	11,800	14,300	+21
34	Fabricated metals	26,000	27,800	+ 7
35	Nonelectrical machinery	42,300	42,900	+ 1
36	Electrical & electronic products	19,500	12,800	−34
37	Transportation equipment	14,700	22,400	+52
38	Instruments	11,600	11,100	− 4
39	Miscellaneous	16,900	20,000	+18
	Total	**494,400**	**600,000**	**+21%**

[1]Numbers in this table are not strictly comparable with those in the other two tables in this article. The totals shown here are based on Census Bureau definitions used by the Bureau of Labor Statistics (BLS) in making its projections whereas the other two tables are based on data developed in BLS surveys of manufacturing establishments. Also, the totals shown here include all types of sales personnel, such as sales clerks, whereas the other two tables include only sales representatives, sales agents and others directly involved in selling. As a general rule, salesmen and saleswomen account for 90% of total sales workers, 95% in the durable goods industries, 86% in the nondurable goods sectors.

[2]The bulk of these figures is made up of newspaper carriers who deliver papers to the home.

N.C.—No change.

Source: Bureau of Labor Statistics.

Those lingering hang-ups about women in sales

By PATRICIA E. CEGAN
Sales Training Manager
Knoll Pharmaceutical

A female sales representative recently told me that her division manager would not let her buy new tires for her company car until he could come along to help—even though she had owned and maintained a car for years. His explanation was that his wife doesn't know anything about cars. *He* always takes care of them.

Perhaps that's extreme. But all too often a male sales manager's interactions with his female sales representatives are based more on social conditioning than management training. Thus, the expectations and fears engendered by women in his personal life, as well as the often inane images of women projected by the media, lead to knee-jerk responses that jeopardize the working relationships between managers and female salespeople. They can even lead to uncertainty on the part of the manager about how to motivate and critique female sales representatives.

Selling, by the nature of the job, requires independence. For many women who once were locked into dead-end positions, it represents a way to develop independence, skills, and meaningful careers. In fact, a survey I took last summer for the National Society of Sales Training Executives (NSSTE) indicates that female salespersons are, if anything, even more career-growth–oriented than their male counterparts. To survey males' and females' attitudes toward their selling jobs, I asked NSSTE members to distribute a questionnaire to their salespeople. The replies from 149 women and 90 men are not statistically projectable, but they are revealing (see accompanying tables).

For example, asked what they like best about their jobs, both men and women ranked independence and growth potential No. 1 and No. 2, respectively, but 42% of the women vs. only 28% of the men specified growth, and 50% of the women vs. 39% of the men said they might leave their job if they felt there was no room for career development. Also, 26% of the women vs. 19% of the men said that one of the things they like best about their manager is his ability to teach them what they must know to be successful. Yet a complaint I hear time and again from female sales representatives is that their managers seldom critique their selling skills or offer suggestions about how to improve.

On the other side of the fence, some managers tell me that they feel uncomfortable critiquing women because they feel that women are "too emotional." In actuality, women are not necessarily more emotional than men. Rather, they may be more open about their feelings and may choose to express them differently. The appropriate management attitude isn't to expect women to learn to act tough and hide their feelings. Instead, if tears arise in answer to criticism, let them fall. Then continue the discussion when the sales representative is able.

Fear of tears, of course, isn't

Contrasting views from field salespeople

	Women	*Men*
1. One of the things I like best about my job is:		
The independence I have	64%	68%
The potential for career growth	42	28
The intellectual challenge	29	17
The salary I earn	20	27
2. One of the things I like best about my manager:		
Seems sincerely interested in me as a person and is concerned about my career	38%	37%
Gives me support and encouragement	36	33
Is able to teach me what I need to be successful	26	19
Listens to me when I need to talk	13	23
3. Some major obstacles to success are:		
Feelings that I have to overcompensate for being female by outproducing my male peers	31%	N.A.
Feeling isolated in my daily work	27	28
Not being accepted by my manager	10	6
Sexual harassment on the job	5	1
Other	40	60
4. I might leave my job if:		
I feel there is no room for career development	50%	39%
It isn't challenging enough to maintain my interest	43	29
The salary is inadequate for the work required	30	36
Another company offered more money	26	20
I had an ongoing conflict with my manager	17	20

N.A. Not applicable.

JAUNDICED EYE

Salesperson bites jet-setter (or was that a retriever?)

My wife and I commute 3,000 miles for our days off. We work in southern California and *live* in Maine, which our friends think is idiotic and we think is the best of both worlds. Almost. We have to leave our dogs in California, and after about 10 days in Maine my bride becomes sulky and starts telephoning the dogs—collect.

I want to check them on the plane, but she won't hear of subjecting our pets to the risks of an unpressurized luggage compartment, rough handling, misrouting, and all the terrible things, real and imagined, we've heard about. A dog in Maine is almost as important for complete enjoyment as long underwear, so our idyllic retreat is flawed.

Almost as if he were reading my mind, Albert Gaulden, marketing director of Pacific Executive Charter, sent me a letter describing his company's air charter service guaranteed to fly you—and your dog, horse, or wife—anywhere in their jets. I showed his letter to my spouse who cried for joy, "Our dogs can come with us! Find out how much."

I called Albert, who was delighted with the response to his direct mail campaign. He said he'd get back with a quote and recommended equipment. Today I received the good news. To fly my wife, daughter, and the dogs from Los Angeles to Maine was factually presented as $16,000—one way. When would they like to go?, the salesperson in Albert asked.

"Albert," I said when I called back, "we think maybe we don't love our dogs $16,000 worth. But please don't breathe a word of this to the dogs."

"Don't give up, Jim," he countered. "Our president, Bill Bolla, is considering your idea for next year. So who knows? By the time you want to go to Maine there might be a Canine Class at Pacific Charter." (I can see it now. The dogs ride in seats, my wife and I are in cages in the baggage compartment.)

Meanwhile, we've arranged to *rent* a dog in Maine for $5 a day European Plan during our next trip East. Our neighbor, who rivals Albert as a salesperson, recognizes a market when he sees one and created this new business just for us.

The catch is that Gertrude, the Labrador retriever awaiting our arrival, is already whimpering about visiting California and suggested we charter with Pacific Executive Charter Service. Her sense of smell in ferreting out a pigeon is matched only by Albert's.

By Jim Lavenson

the only cause of too little feedback from managers to female sales representatives. Some managers try so hard to be fair and understanding that they unwittingly discriminate by critiquing their female representatives too little. Others appear to give little guidance because they expect little performance in return. Still others are unsure of how to critique them. In fact, for the NSSTE project, I also sent a questionnaire to male field managers who had women working for them. Forty-five percent indicated uncertainty about how to critique, discipline, and motivate women. But whatever the cause, the result is that the female rep is not given an equal opportunity to develop.

To make the situation worse, about one-third of the women who replied to my survey feel that they must overcompensate for being females by outproducing their male peers. Whether their managers actually expect them to "prove themselves" is not as important as the fact that *they feel they must.* The manager who wants to field a winning team will recognize this and help to alleviate the problem by carefully defining the female salesperson's goals, then helping her to develop her selling skills by critiquing her just as he does the men in his group.

Women are eager to grow. They demonstrate a willingness to work diligently to achieve that growth. Managers who tap their energy and expand it by providing personal and career development opportunities will develop valuable, productive employees. Rather than try to mold a female representative into a preconceived model of how a salesperson should act, give her the freedom to develop and use her unique skills.

Patricia E. Cegan is sales training manager of Knoll Pharmaceutical, Whippany, NJ. She was a field sales representative for 10 years.

Marketers learn to rely on AV

By JOHN MUTTER
Associate Editor

Respondents to S&MM's exclusive survey on AV use represent small and large companies. Some have sizable sales forces, some have a handful of salespeople. Generally, these respondents use AV mainly in meetings, training, and sales presentations. Some use them at trade shows as well.

One-third of the respondents have a facility at their offices or headquarters where they show customers AV programs. In most cases, this facility is a conference room specially equipped for AV.

Only 7.8% of the respondents have used or plan in the next year to use teleconferencing—the transmission of meetings by satellite or cable from a central meeting location to various regional gatherings around the country. Some respondents were unfamiliar with teleconferencing. Others said that they don't intend to use it either because of the cost or because their companies are regional and thus have no need for national meetings.

Half of the respondents put together AV programs in-house only. Some 17.1% of respondents use outside production companies while 28.9% sometimes put together programs in-house and sometimes use production companies, depending, in most cases, on how complex the production is.

Fully 28.2% of the respondents use multimedia shows (with several kinds of AV equipment used simultaneously). These tend to be used at more formal presentations, for example, at sales meetings or trade shows.

The large majority of respondents (71.8%) purchase all their AV equipment while 18.9% rent all their equipment. Only 9.2% rent and purchase, depending on how often and where a piece of equipment is used.

When asked what their chief considerations were when choosing AV equipment, the respondents this year rated technical functions (50.0%) slightly higher than weight and bulkiness (48.6%) as very important. In last year's survey, 61.2% chose weight and bulkiness as very important while 53.2% chose technical functions. In both surveys, service, cost, and experience with supplier were rated third, fourth, and fifth.

Respondents were also asked what changes they would most like to see in AV equipment. Typical answers include:

"Make it lighter."

"Make units compatible with one another."

"Make units smaller."

"Improve the quality of picture and sound."

"Make setup and operation less complicated and time-consuming."

"Make units more rugged and durable."

"Make units quiet during operation."

"Improve instructions."

And, naturally, **"Lower the cost."**

Indeed, the survey indicates that the rate of increase in AV expenditures for 1981 probably will be smaller than a year earlier. Although more companies show a large increase in their AV budgets (17.8% in 1981 compared with 11.1% in 1980), fewer companies are raising their AV budgets between 1% and 19% and more are staying at the same rates as in 1980. Some of the respondents who indicate that their companies' AV expenditures are rising over 20% in 1981 note that this is largely because of major equipment purchases planned during the year.

As a whole, however, this year's respondents seem more cautious than last year's about equipment purchases in the near future. Fewer respondents than last year indicate that they will purchase slide projectors, videotape recorders, slide projectors with tapes, tape recorders, or desktop screen units. The only categories in which more respondents indicate an interest in purchasing more equipment compared with last year are film projectors and overhead projectors. Some of this hesitancy is probably traceable to the recession and high interest rates.

Nonetheless, AV has clearly found its way into selling. Says one respondent, "It's as basic a part of our sales effort as a sales car."

1. Does your company use AV equipment?

Yes	71.0%
No	29.0

The following questions were asked only of the respondents who use AV. Thus the base is 206.

2. Where do you use AV equipment?

Meetings	89.8%
Training	76.2
Sales presentations	69.4
Trade shows	37.8

3. Do you have a facility at your offices or headquarters where you show customers AV programs?

Yes	35.4%
No	64.5

4. Are you using or do you plan in the next year to use teleconferencing, i.e., the transmission of meetings by satellite or cable from a central meeting location to various regional gatherings around the country?

Yes	7.8%
No	92.1

5. Who puts together your AV programs?

In-house only	53.9%
In-house or production company	28.9
Production company only	17.1

6. Do you use more than one type of AV equipment simultaneously, i.e., in multimedia shows that may include, for example, several slide shows and a film at the same time?

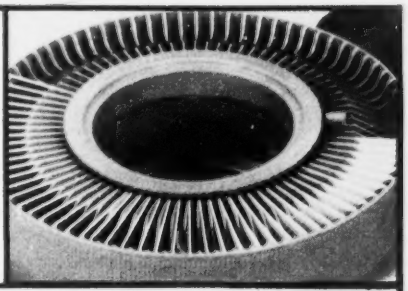
Yes	28.2%
No	71.7

7. Do you primarily rent or purchase your AV equipment?

Purchase only	71.8%
Rent only	18.9
Purchase or rent	9.2

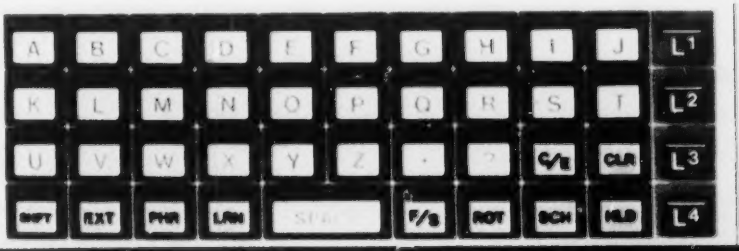
8. How do AV expenditures in this year's budget compare with last years?

Up 20% or more	17.8%
Up 10%–19%	13.7
Up 9% or less	11.7
Stay the same	52.0
Decrease	4.5



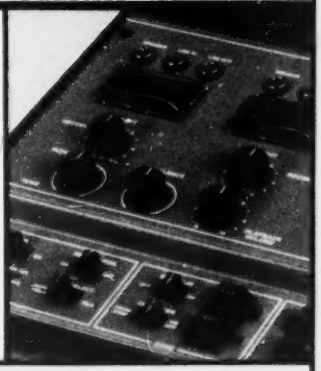
9. What are the chief considerations in choosing AV equipment?

	Very Important	*Important*	*Not so Important*
Technical functions	50.0%	41.0%	9.0%
Weight, bulkiness	48.6	38.7	12.5
Service	38.1	47.5	14.3
Cost	32.9	62.2	4.7
Experience with supplier	11.1	48.3	40.5



10. What kind of AV equipment do you plan to purchase in the next 12 months?

Slide projector	16.0%
Videotape recorder	14.5
Slide projector with tapes	14.5
Tape recorder	14.0
Desktop screen unit	13.1
16 mm film projector	6.3
35 mm film projector	2.4
Overhead projector	0.9



11. Please describe your role in purchasing AV equipment.

I'm a strong influence on the type of equipment selected	42.2%
I make the final decision	27.3
I consult with purchasing people	15.9
I have little or no influence on the purchasing decision	14.4

Survey results are based on a mailing to 1,000 S&MM subscribers. By the cutoff date, 290 questionnaires were received. Of those who responded, 206 use AV equipment. In certain cases totals exceed 100% because some respondents gave multiple answers.

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AN EXCLUSIVE S&MM FEATURE
Selling Expense Index
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1981 SURVEY OF SELLING COSTS

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A helpful guide to all statistical subject matter.

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S&MM's NINTH ANNUAL SURVEY OF SELLING COSTS

How the Survey can boost bottom-line results

By THAYER C. TAYLOR
Editorial Director
Survey of Selling Costs

If field salespeople in the San Jose, Minneapolis-St. Paul, Birmingham, Phoenix, or Charleston, SC, metro markets turned in whopping expense reports last year, they probably had a good reason for it. Sales & Marketing Management's *1981 Survey of Selling Costs* points out that per diem selling expenses (meals and lodging) skyrocketed more than 20% in those markets. In fact, an additional two markets—San Diego and Hartford-New Britain-Bristol, CT—experienced a hefty 20% jump in per diem costs.

This was a dramatic new development in field selling costs, and, at the same time, typical of the trend information unearthed by the *Survey* that gives marketers a valuable perspective on their selling costs. Ever since S&MM began tracking metro area field selling costs in 1973, until last year, only one market, Los Angeles-Long Beach, ever saw selling costs climb as high as 20% in one year.

While the statistics in Section II: Metro Sales Costs (page 39) are widely used as a check on salespeople's expense reports, the *Survey*'s usefulness extends far deeper and broader into the decision-making areas of sales management. The several statistical sections enable the marketer to:

- Get a truer picture of the cost of sales in local markets.
- Compare his cost management with his industry peers.
- Pick the most economical site for sales meetings.
- Budget his sales-support programs more reliably.

A new yardstick introduced in this *Survey*, the Selling Expense Index (SEI), suggests that marketers may be losing control over the inflationary runup in selling costs. The SEI is based on PHH Group's data base of field selling expenses incurred by its clients (see page 10). As a complement to S&MM's popular Selling Costs Index (SCI), which measures the *prevailing rates* of facilities used by field salespeople, the SEI reflects what is *actually spent* on the same factors. To make the two indexes comparable, S&MM converted PHH Group's data to a 1972 base year.

Ordinarily, the two indexes should move at somewhat different rates as marketers take defensive actions to offset the rate increases suggested by the SCI. In 1979, for example, the SCI shot up 15.7% but the SEI rose only 5.5%. Last year the two moved in tandem: the SCI up 21.8%, the SEI 19.6%.

When marketing executives map strategy for exploiting the sales potential of local markets, they amass all the data they can find on demographic and socio-economic characteristics (such as are contained in the *Survey of Buying Power*) to

1981 SCI forecast: A glimmer of hope

Marketers reeling from last year's explosive 21.8% jump in the Selling Costs Index (SCI) can expect some relief this year. S&MM projects a 14.7% rise in the cost of putting a salesperson on the road for a week. Although this suggests an easing from last year's bruising cost pressures, the SCI will still post its third biggest rise since S&MM began tracking field selling costs in 1972. This underscores the need for more efficent cost management than marketers achieved in 1980.

Restaurant meal tabs are expected to rise 10.0% by the National Restaurant Assn., 10.4% by the U.S. Dept. of Agriculture. S&MM looks for a 10.5% increase since those two sources as a rule underestimate food-price inflation.

Lodging costs will ease somewhat to a 13% rise, vs. last year's 16.5%. A 10%–12% rise in room rates was predicted by speakers at the U.S. Travel Data Center's 1980 Travel Outlook Forum.

Auto rentals will be the chief culprit again as transportation costs are expected to surge 18%. The kicker here will be gasoline prices, which are expected to climb in the wake of complete decontrol that went into effect this month. Still, it's a sharp comedown from last year's 32.7% jump.

S&MM's projection of 1981 Selling Costs Index (SCI)

	Average Weekly Cost 1980	1981	*% Increase* 1980-81
Lodging	$183.25	$207.05	13.0%
Food & drink	131.00	144.75	10.5
Auto rental	270.00	318.60	18.0
Total	**$584.25**	**$670.40**	**14.7%**
Selling Costs Index (1972 = 100)	**221.3**	**253.9**	**14.7%**

Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*
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evaluate markets. Too often, they overlook the cost of achieving sales goals in local markets.

As Section II makes clear, those costs can vary as significantly as demographic traits. For example, per diem expenses in San Francisco-Oakland are almost twice as high as in Akron, OH—$92.30 vs. $46.50. Such information enables the executive to make a fairer assessment as to whether salespeople are spending too much.

Cost differences such as these must be considered when expansion into new markets or test marketing a new product is planned. Balancing local selling costs against targeted dollar volume of sales will clue the sales executive as to the relative "profitability" of individual local markets.

Yardsticks for evaluating cost management programs are in Section III: Compensation (page 55). A food marketer whose selling expenses last year were more than 3.2% of sales will learn that his performance was poorer than the industry average, but the marketer of heavy machinery with a cost ratio under 4.2% will be assured he did better than his competitors.

Sales meetings, an important element of the marketing communications mix, are under closer cost scrutiny these days because of escalating rates for facilities and travel. By using the data in Section

(continued on page 12)

S&MM's SCI

The Selling Costs Index (SCI) is calculated by 'costing out' a typical five-day week for a salesperson, based on the 80 metropolitan markets profiled in Section II (page 39). Sales expenses are computed for the three basic costs: meals (including two drinks a day), single-room lodging, and auto rental plus gasoline for 250 miles. Taxes and tips are not included because they vary widely among markets (see Table II-3, page 53). Also excluded are intercity travel costs—air, rail, and bus—because they don't occur as often as the SCI cost factors.

An 80-market average is computed for each SCI component, and the three resultant figures are added for the overall U.S. total.

In 1980, a typical week cost the salesperson $584.25. The base year for the SCI is 1972, when a typical week's costs came to $264.00. The SCI is derived by dividing the current year's dollar total by the base year's equivalent.

S&MM's U.S. Selling Costs Index (SCI) 1972 = 100

Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*
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Changes in the SCI

S&MM has recalculated its Selling Costs Index in order to make it more useful to marketers as well as promote greater consistency in its methodology. Firstly, the base year was changed from 1971 to 1972 because that is the first year for which S&MM presented metropolitan area data. This will help those marketers who prefer to build a SCI for the markets they sell in. Also, 1972 is the base year used by the federal government's national income and accounts system. Thus marketers can compare changes in the SCI with those leading government indicators they use in their planning. Also, per diem meal and drink costs were recalculated. As a result, the data found in this *Survey*'s bar graph may not be comparable with those in previous *Surveys*, but they will, in the long term, be far more useful.

AN EXCLUSIVE S&MM FEATURE

Selling Expense Index

As a new service this year, the *Survey of Selling Costs* presents a Selling Expense Index based upon the PHH Group's computerized data base of what is actually spent in field selling. Each month, PHH Group receives expense reports from client companies covering more than 2,000 salespeople, according to H. Robert Heid, director of the Travel Expense Control service. The data are summarized into average dollar-per-traveller month expenses.

The Selling Expense Index (SEI), based upon PHH's monthly averages, pertains to *actual spending* by field sales personnel, whereas S&MM's Selling Costs Index (SCI) pertains to the prevailing average per diem rates of the expense categories at the time S&MM makes its survey in the fourth quarter. In other words, the SCI presents a yardstick of *expenses that could be incurred* in field selling. Companies, of course, can take defensive actions, such as emphasizing economy facilities, arranging for corporate discounts, or taking advantage of vendors' special business offers.

In developing the SEI, S&MM extracted from the PHH *Travel Expense Management Report* cost data covering meals, lodging, public transportation, car rentals, and entertainment, because they also occur in the SCI. (PHH reports include other categories, such as telephone and telegraph, postage and supplies.) S&MM converted the PHH expense data to a 1972 base period so that the SEI will be directly comparable to the SCI.

¹ For 12 months ending Nov. 1980.
Source: PHH Group, Travel Expense Control Service, *Travel Expense Management Report.*

SURVEY HIGHLIGHT

S&MM's regional and national selling costs averages and per diem indexes: 1980

Region	*Lodging*	*Meals*	*Per Diem Total*	*% Increase 1979–1980*	*Per Diem Index*	*Cost Of Two Drinks*
Northeast	$38.10	B $ 4.00 L 5.70 D 13.60	$61.40	+12.5%	104	$3.75
Midwest	33.95	B 3.70 L 5.00 D 12.40	55.05	12.9	93	3.50
South	36.55	B 4.00 L 5.35 D 13.15	59.05	15.1	100	4.00
West	39.30	B 4.25 L 5.75 D 13.00	62.30	15.6	106	3.85
U.S.	**$36.65**	**B $ 3.95** **L $ 5.40** **D $13.00**	**$59.00**	**+14.0%**	**100**	**$3.75**

Note: B—breakfast, L—lunch, D—dinner. Per diem index is the ratio between a region's per diem total and the U.S. per diem total.
Note: Per cent increase in per diem totals for Northeast, Midwest, and South are based on revised 1979 totals. The revised totals: Northeast, $54.60; Midwest, $48.75; and South, $51.30.
Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.* Reproduction strictly prohibited.

IV: Sales Meetings & Sales Training (page 65), the marketer can make a cost comparison of different meeting locations. Such an analysis will reveal that, on a per-participant basis, meeting costs in the Midwest, say, will range from $66.35 in Indianapolis to $94.65 in Chicago. For a three-day meeting involving 50 salespeople, that adds up to a difference of over $4,000—money that can be invested in another marketing operation.

Sales training is another critical cost area that frustrates planning because of the dearth of hard data. Each year, Section IV updates sales training costs. Last year, it took $20,093 to prepare a sales rep to sell industrial products, $13,625 for consumer products, and $12,772 for services. Such information tells marketers whether they are spending too little or too much on training their sales personnel.

Marketers who plan less than an 8% increase in advertising spending this year will actually be buying less time and space than they used last year. That's because Section V: Sales Support (page 87) reveals that advertising rates will climb 8% in 1980, hence it will

(continued on page 19)

SURVEY HIGHLIGHTS

How regional per diem costs are changing

Region	1980 Avg. Cost	Percent Increase 1979–80	Percent Increase 1978–79
Northeast			
Meals	$23.25	9.7%	12.1%
Lodging	38.15	14.2	12.6
Total	61.40	12.5	11.3
Midwest			
Meals	$21.10	9.3	9.0
Lodging	33.95	15.3	12.6
Total	55.05	12.9	11.2
South			
Meals	22.50	10.8	8.8
Lodging	36.55	17.9	13.6
Total	59.05	15.1	11.6
West			
Meals	23.00	11.4	8.4
Lodging	39.30	18.2	13.5
Total	62.30	15.6	11.5
U.S.			
Meals	**$22.35**	**10.1%**	**9.4%**
Lodging	**36.65**	**16.5**	**12.9**
Total	**59.00**	**14.0**	**11.5**

Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*
© Sales & Marketing Management.

Regional per diem Selling Costs Indexes

Region	1980 Per Diem Costs	1979 Per Diem Costs	% Increase 1979–80	Selling Costs Index (1972=100)
Northeast	$124.20	$102.90	20.7%	266.2
Midwest	111.25	91.70	21.3	255.7
South	116.85	94.65	23.5	265.3
West	116.70	96.15	21.4	252.6
U.S.	**$116.15**	**$ 95.90**	**21.1**	**259.0**

Note: Data for 1979 have been recalculated, therefore are different from those appearing in the *1980 Survey*.
Note: Per Diem Costs is the total for meals, lodging, two drinks, and car rental (including gas for 50 miles).

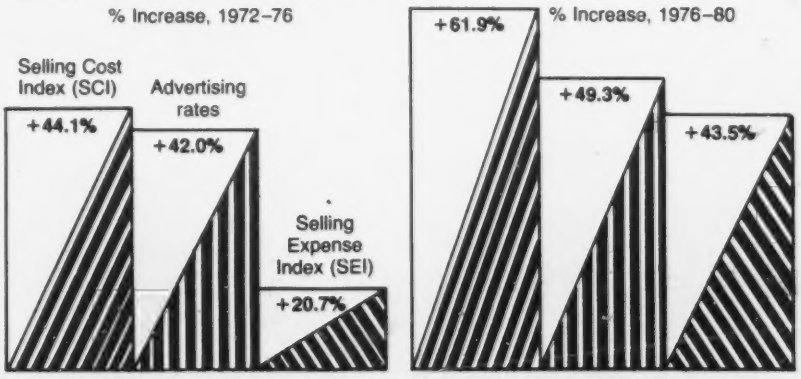
Smaller cost increases for sales meetings

Items Billed At Group Rate	Average Cost All Cities 1980	Percent Increase 1979–80	Percent Increase 1978–79
Lodging			
Single room—low	$51.50	17%	19%
Single room—high	62.85	23	16
Double room—low	60.70	17	17
Double room—high	72.75	20	15
Meals			
Breakfast	7.15	10	12
Lunch	10.80	12	15
Dinner	16.65	13	15

Are marketers losing control of selling costs?

Based upon *Survey of Selling Costs* data, it appears that marketers enjoyed considerably less success in controlling field selling costs in the 1976–80 period than in the prior 1972–76 period. This is strongly indicated when you compare what happened, in the two time frames, to the Selling Cost Index (SCI), which measures the *prevailing rates* of the factors involved in field selling (meals, lodging, and transportation), and to the Selling Expense Index (SEI), which tracks what was *actually spent* on those categories. The rate of increase in the SCI was up 17 points in the latter period, but the SEI increase more than doubled, bringing the percent gain in actual outlays much closer to the rise in cost levels.

The moral: Marketers will have to become significantly more efficient in managing selling costs in the 1980s, given the expected double-digit inflationary environment of the next few years. Furthermore, they will have to base their control programs more on the kind of hard statistics presented in the *Survey* and less on the rule-of-thumb judgments made too often in the past.



Sources: *Sales & Marketing Management's 1981 Survey of Selling Costs;* PHH Group, *Travel Expense Control Service;* Robert Coen, senior vice president, McCann-Erickson.

SURVEY HIGHLIGHTS

How sales meetings costs are changing

City	Per Person Per Diem 1980	% Annual Increase 1973–1980	Index 1980 U.S.=100
EAST			
Boston	$104.45	13.0%	114
New York	116.70	10.9	127
Philadelphia	91.25	9.7	100
Pittsburgh	86.45	11.9	94
MIDWEST			
Chicago	94.65	12.8	103
Cleveland	81.75	12.9	89
Detroit	85.10	12.2	93
Indianapolis	66.35	14.6	72
Milwaukee	75.15	15.5	82
Minneapolis	71.95	9.9	79
St. Louis	86.75	13.3	95
SOUTH			
Atlanta	84.80	14.1*	93
Dallas	92.65	16.7	101
Houston	94.15	15.8	103
Miami	105.75	9.3	115
New Orleans	91.90	19.9	100
Washington, DC	114.40	16.1	125
WEST			
Los Angeles	91.40	13.9	100
San Diego	85.70	13.6	94
San Francisco	109.80	14.6	120
U.S.	**$ 91.56**	**13.2**	100

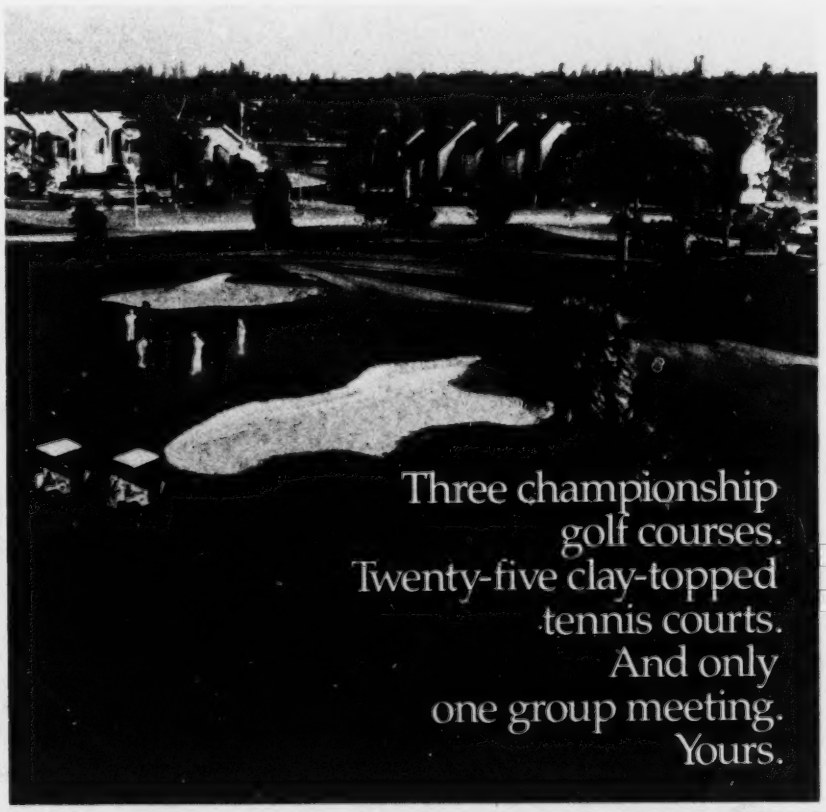
*From 1974 to 1980.
Note: Based on per-person cost of one night lodging at low double-room rate, three meals, two coffee breaks, two-hour reception, and meeting-room rental for 25.
Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*

Where sales costs are rising the fastest

Metro Area	Per Diem % Increase 1979–80	Annual % Increase 1972–80
San Jose	22.2%	11.7%
Minneapolis-St. Paul	22.0	11.5
Birmingham	21.1	10.3
Phoenix	21.1	10.5
Charleston, SC	21.0	12.6
Hartford-New Britain-Bristol, CT	20.1	10.5
San Diego	20.1	11.1
San Francisco-Oakland	19.6	11.7
Newark, NJ	19.4	11.7
Charlotte-Gastonia, NC	19.2	11.1
Providence-Warwick-Pawtucket	19.2	10.9
U.S.	**14.0%**	**10.1%**

Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*

The Sunbelt, for all its other attractions to marketers, is becoming an expensive place in which to sell. Seven of the 10 markets with the fastest increase in per diem expenses last year are located in the South or West. Two such markets, Birmingham and Phoenix, saw costs shoot up twice as fast last year as they have, on an annualized basis, in the 1972–80 period. Also worth noting: None of the markets whose costs rose fastest last year are strangers to the phenomenon. All of them have seen per diem costs rise more rapidly than the long term U.S. average.



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take that much more just to achieve last year's levels.

A changing incentive picture will develop in 1981, and Section V delineates that shift. In contrast to what happened last year, marketers will increase their spending on sales incentives 15.1%, faster than on dealer incentives, 9.6%. And within the incentive mix, merchandise will get a bigger play than travel.

Exploding energy costs have drawn more attention to the cost ramifications of the type of car salespeople use in getting around to prospects and customers. Yesterday, status-tinged accessories loomed high; today, economy of operation is the focal point. Section VI: Transportation (page 97) points out that fixed and operating costs of a 4-cylinder car will come to $3,862 this year, vs. $4,287 for a 6-cylinder vehicle, and $4,683 for an 8-cylinder set of wheels.

Of course, cheapest is not always the best way to go in effective cost management. Sales force morale and marketing objectives are two of the imponderables that must be considered in a value judgment of cost alternatives. However, by providing a broad array of sales costs parameters in the many functional areas that involve managerial decisions, the *Survey* gives the marketer hard facts to use as a starting point for informed decisions. With the *Survey*'s cost information, the marketer can sharpen his budget planning, monitor his ongoing expenses, and arrive at a happier bottom-line result in the end. Enjoy.

CANADA

Back on a double-digit track

Canadian marketers who basked in 1979's very modest rise in basic field selling costs, 4.8%, were back in the world of double-digit inflation in 1980. The Canadian Selling Costs Index (SCI) surged upwards 10.4% in 1980, more than twice as fast as in the previous year. It marked the second biggest annual increment since S&MM began tracking Canadian selling costs in 1974. The Canadian SCI reflects a salesperson's typical five-day week in the country's six major metropolitan markets. (The methodology for calculating the SCI is explained in the article on the U.S. SCI, page 9.)

Lodging costs, just as they did in the U.S., led the parade in 1980, posting an 11.8% increase. Meal tabs for eating out also rose briskly, 10.3%. Auto rentals did a complete turnabout, rising 8.9% in 1980 after dipping 0.1% the year before.

Increases in Canadian field selling costs*

	1980	*1979*	*% Increase*
Food & drink	$161.25	$146.25	10.3%
Auto rental	177.70	163.25	8.9
Lodging	225.25	201.50	11.8
Total	**$564.20**	**$511.00**	**10.4%**

*Canadian dollars.
Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*

S&MM's Canadian Selling Costs Index (SCI)

1974 = 100

	1974	*1975*	*1976*	*1977*	*1978*	*1979*	*1980*
SCI	100.0	110.1	120.5	131.1	145.6	152.6	168.5
Meals	$ 97.15	$110.50	$117.90	$125.75	$135.50	$146.25	$161.25
Lodging	125.65	142.15	160.80	166.60	187.25	201.50	225.25
Auto rental	112.10	116.05	124.75	146.80	164.90	163.25	177.70
Total	**$334.90**	**$368.70**	**$403.45**	**$439.15**	**$487.65**	**$511.00**	**$564.20**

Note: Canadian dollars.
Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*
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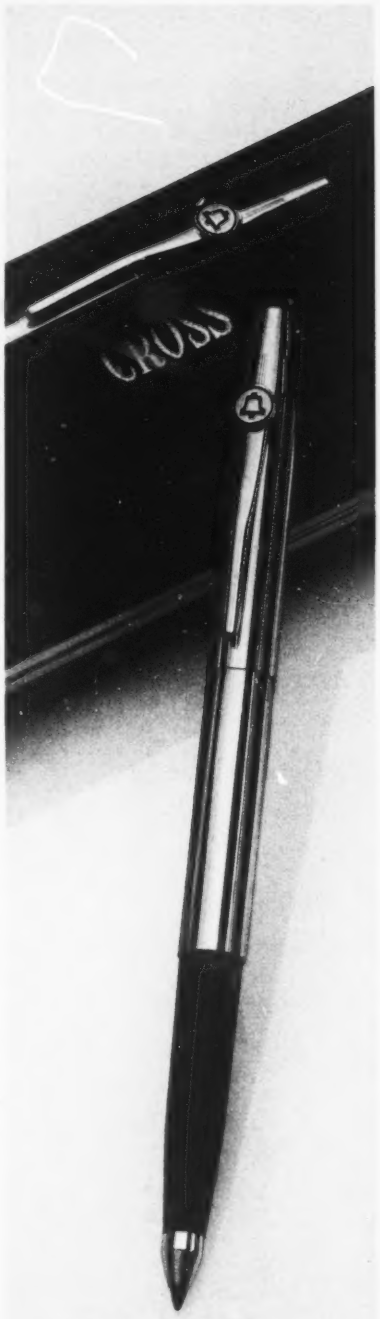

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High-cost markets and low-cost markets

The 10 highest-cost markets are becoming perennials. With one exception, the markets where selling costs are most prohibitive remained the same for the third year running. The exception: Atlanta replaced Houston. Among the nine repeaters, all but New York saw their selling costs rise faster than the all-U.S. average.

Two newcomers edged their way into the select list of 10 lowest-cost markets, Dayton and York (bumping Memphis and Omaha). Youngstown-Warren's costs advanced at an above-average clip, but the seven other repeaters widened the gap between their own per diem totals and the U.S. norm. Fargo-Moorhead retained its prized role as the lowest-cost market.

Highest sales costs

Metro Area	*1980 Per Diem U.S. = 100*
New York	168
San Francisco-Oakland	156
Washington, DC	155
Chicago	143
Los Angeles-Long Beach	136
Miami	130
Boston	127
Newark	127
New Orleans	126
Atlanta	121

Lowest sales costs

Metro Area	*1980 Per Diem Index U.S. = 100*
Fargo-Moorhead, ND-MN	73
Billings, MT	74
Davenport-Rock Island-Moline, IA-IL	77
Greenville-Spartanburg, SC	78
Akron, OH	79
Youngstown-Warren, OH	80
Dayton, OH	81
Wichita, KS	81
York, PA	81
Boise, ID	81

Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*

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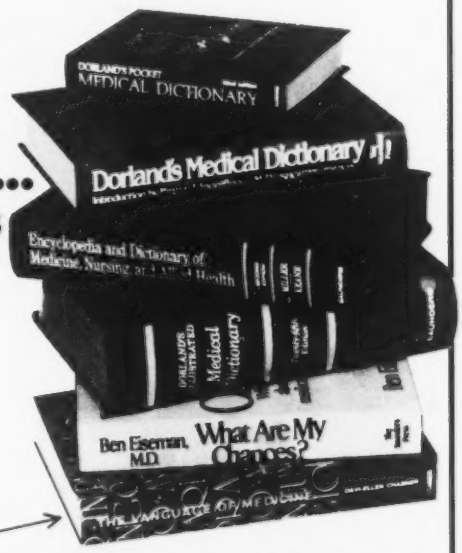

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Evening dining costs in major cities

City	*Est. Cost For 2*	*% Increase 1979–80*
Atlanta	$ 97.55	17%
Boston	88.55	14
Chicago	91.80	11
Cleveland	84.10	13
Dallas	109.50	17
Detroit	87.75	17
Houston	88.60	10
Los Angeles	100.25	13
Miami	109.75	14
Minneapolis	96.35	14
New York	110.20	11
Philadelphia	102.55	9
San Francisco	100.15	7
St. Louis	90.20	12
Washington, DC	87.90	10
15-city average	**$ 96.35**	**12%**

Definition: Cost is for dinner (prime ribs or house specialty) for two persons at a white tablecloth restaurant, including two drinks apiece, one bottle of wine, one cordial each, tax, and 15% gratuity.
Source: Sales & Marketing Management survey.

AN S&MM EXCLUSIVE

Sales call costs take off again

By THAYER C. TAYLOR
Editorial Director
Survey of Selling Costs

After advancing at a slower rate in 1979, the cost per sales call roared off at an accelerated pace last year. All five categories of salespeople (see box this page for definitions) experienced sharper increases according to data prepared exclusively for S&MM.

Setting the pace were industrial products salespeople, whose call cost soared 16.1%, closely followed by sales engineers, 15.3%. Following were service salespeople, up 9.7%, detail salespeople, 8.5%, and account representatives, 4.3%. Sparking the explosive growth in call costs were the field expenses associated with making calls, such as meals, lodging, travel, and entertainment.

Call costs would have risen even faster had not marketers kept tight-fisted control on compensation. Sales engineers, at 10.5%, and industrial products salespeople, 11.5%, scored the heftiest income gains. Even so, their fatter paychecks didn't quite match the consumer price index's overall 13.5% inflation rate. Among the other categories, service salespeople made out best, with a 9.8% compensation boost. Detail salespeople and account representatives made do with scanty gains, 2.2% and 0.9%, respectively.

Field expenses were another story. Costs for three sales types ballooned alarmingly—detail salespeople up 25.0%, industrial products salespeople 24.5%, and sales engineers 23.7%. Field expenses for account representatives shot up 18.2%, while those of service salespeople crept up only 2.4%.

Overall, then, direct sales costs (compensation plus field expenses) rose at a double-digit clip for industrial products salespeople, 15.1%, and sales engineers, 14.5%. Smaller increases prevailed for service and detail salespeople, each 7.8%, and account reps, 5.0%.

Based upon what the data reveal, marketers will have to exert tighter control of field expenses this year if they want to keep rising call costs in line. Economy hotels and restaurants will get a bigger play, and salespeople may have to make more of their sales calls over the phone.

S&MM's sales call costs, ranging from $34.60 for detail salespeople to $82.10 for sales engineers, are significantly lower than those of two other recently reported surveys, however. McGraw-Hill's biennial survey cited a cost-per-call of $137.02 for 1979, representing a 42% jump over 1977. Cahners Publishing put cost-per-call at $128.53 in 1980, a 32% rise over 1978.

The five types of salespeople

These are the five categories of salespeople studied in S&MM's annual Survey:

Account representative—A salesperson who calls on a large number of already established customers in, for example, the food, textiles, apparel, and wholesaling industries. Much of this selling is low key and there is minimal pressure to develop new business.

Detail salesperson—A salesperson who, instead of directly soliciting an order, concentrates on performing promotional activities and introducing products. The medical detail man, for example, seeks to persuade doctors, the indirect customers, to specify the pharmaceutical company's trade name product for prescriptions. The firm's actual sale is ultimately made through a wholesaler or direct to pharmacists who fill prescriptions.

Sales engineer—A salesperson who sells products for which technical know-how and the ability to discuss technical aspects of the product are extremely important. The salesperson's expertise in identifying, analyzing, and solving customer problems is another critical factor. This type of selling is common in the chemical, machinery, and heavy-equipment industries.

Industrial-products salesperson, nontechnical—This salesperson sells a tangible product to industrial or commercial purchasers; no high degree of technical knowledge is required. Industries such as packaging materials or standard office equipment use this type.

Service salesperson—A salesperson who sells intangibles, such as insurance and advertising. Unlike the four preceding types, those who sell services must be able to sell the benefits of intangibles.

SURVEY HIGHLIGHT

Continued rise in cost per sales call

Type Of Salesperson	Median 1980 Cost Per Call	% Increase 1979–80	% Increase 1978–79	1974–80 Annual Rate
Account representative	$73.80	**4.3%**	2.7%	11.6%
Detail salesperson	34.60	**8.5**	7.2	12.7
Sales engineer	82.10	**15.2**	10.7	8.8
Industrial products salesperson	54.05	**16.1**	8.0	10.9
Service salesperson	40.20	**9.7**	3.2	10.9

Notes: Median 1980 Cost Per Call is calculated from the data in the four cost-per-call tables on page 24. It is developed in this manner, with Account Representative data serving as an example: (1) Lowest direct sales cost ($35,000) divided by highest number of calls (1,140) equals $30.70. (2) Highest direct sales cost ($44,400) divided by lowest number of calls (380) equals $116.84. (3) To arrive at the midpoint of the two cost-per-call averages, add them up ($147.54) and divide by 2, which results in a median $73.77, which rounded to the nearest nickel is $73.80.

Due to a change in methodology, data shown in prior years was recalculated for purposes of this comparison.

Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*

The differences between S&MM's ratios and those of the two other publishers stem from the three following factors:

• **Coverage.** Both Cahners and McGraw-Hill data are limited to industrial sales calls, whereas S&MM's embrace industrial, consumer, and service industries. Because the direct selling costs for consumer and service companies are lower than for industrial ones, it stands to reason that S&MM's ratios will be lower.

• **Concept.** Although S&MM's industry coverage is broader, its concept of sales call costs is much narrower. S&MM's includes only those cost components the sales manager can control, such as compensation, meals, lodging, entertainment, and local transportation. McGraw-Hill and Cahners, on the other hand, include such factors as corporate overhead, administrative support, branch office rental, and long distance (even intercontinental) travel. This tends to inflate their call costs.

• **Methodology.** The three companies use distinctly different approaches in calculating call costs. McGraw-Hill and Cahners rely upon a mail survey, asking that the respondent make an "estimate" of his "approximate cost per sales call." Neither survey asks for supporting data, and the respondents include calls by branch and regional sales managers as well as salespeople. That tends to push call costs higher.

In contrast, S&MM relies on an empirical method. The primary data source is the Ameri-

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TABLE I-1

Typical salespeople's call patterns

Type Of Salesperson		Average Calls Per Day Territory A	Average Calls Per Day Territory B	Estimated Days In Field Per Year	Average Calls Per Year Territory A	Average Calls Per Year Territory B
Account representative	R*	4–6	2–3	190[1]	760–1,140	380–570
	M**	5	2.5		950	475
Detail salesperson	R	6–10	4–6	190[1]	1,140–1,900	760–1,140
	M	8	5		1,520	950
Sales engineer	R	4–7	3–4	141[2]	564–987	423–564
	M	5.5	3.5		775.5	493.5
Industrial products salesperson	R	6–8	3–5	190[1]	1,140–1,520	570–950
	M	7	4		1,330	760
Service salesperson	R	8–10	4–6	190[1]	1,520–1,900	760–1,140
	M	9	5		1,710	950

*R: Range of calls
**M: Mean number of calls

Note: [1]Based on 5 days, 52 weeks per year, less 1 day per week office/nonfield work, less 6 holidays, and less 15 days for vacation and sickness

Note: [2]Based on 239 workdays less 2 days per week in office (49 weeks)

Territory definitions: **A**—Usually a metro area where customers are concentrated, the salesperson can make several calls at one location, or the sales manager's philosophy emphasizes maximum calls per day. **B**—Customers are dispersed and longer sales calls are required to sell a product or service.
Source: Sales & Marketing Management survey

TABLE I-2

Direct sales costs of salesperson's calls

Type of Salesperson	Range of Yearly Direct Sales Costs: Compensation Range	Compensation Median	Average Expenses[1]	Total 1980	Total 1979
Account representative	$18,300–39,700	$29,000	$ 6,000–15,400	**$35,000–44,400**	$32,750–42,850
Detail salesperson	16,500–34,600	25,550	6,100–14,400	**31,650–39,950**	29,900–36,500
Sales engineer	21,200–39,600	30,400	4,700–24,000	**35,100–54,400**	31,400–46,800
Industrial products salesperson	18,200–39,800	29,000	4,300–20,100	**33,300–49,100**	29,700–41,900
Service salesperson	19,300–40,000	29,650	2,400–18,600	**32,050–48,250**	31,300–43,200

[1]Includes average travel, entertainment, food, lodging, and auto expenses
Note: Base salary + commission or bonus ranges obtained from American Management Assns., *Sales Personnel Report*, 1980 edition
Source: Sales & Marketing Management survey

TABLE I-3

Direct sales cost per salesperson's call

Type of Salesperson		1980 Median Direct Sales Cost	Average Calls Per Year Territory A	Average Calls Per Year Territory B	Median Cost Per Salesperson's Call Territory A	Median Cost Per Salesperson's Call Territory B
Account representative	R*	$35,000–$44,400	760–1,140	380–570	$30.70–$58.40	$61.40–$116.85
	M**	**39,700**	**950**	**475**	**44.55**	**89.15**
Detail salesperson	R	31,650–39,950	1,140–1,900	760–1,140	16.65–35.05	27.75–52.55
	M	**35,800**	**1,520**	**920**	**25.85**	**40.15**
Sales engineer	R	35,100–54,400	564–987	423–564	35.55–96.45	62.25–128.60
	M	**44,750**	**775.5**	**493.5**	**66.00**	**95.45**
Industrial products salesperson	R	33,300–49,100	1,140–1,520	570–950	21.90–43.05	35.05–86.15
	M	**41,200**	**1,330**	**760**	**32.50**	**60.00**
Service salesperson	R	32,050–48,250	1,520–1,900	760–1,140	16.85–31.75	28.10–63.50
	M	**40,150**	**1,710**	**950**	**24.30**	**45.80**

*R: Range. Middle 50% arrayal of responses
**M: Mean. Midpoint between each set of ranges

Note: Median cost per salesperson's call = $\frac{\text{direct sales cost}}{\text{average calls per year}}$

Note: In previous years the mean cost per call was calculated by dividing the mean direct sales cost by the mean number of calls per year. The resultant rounding caused the mean cost per call to drop below the midpoint of the median set of ranges.

Source: Sales & Marketing Management survey

TABLE I-4

Cost per call by effective call days per week

Type Of Salesperson		5 Days Per Week Territory A	5 Days Per Week Territory B	4 Days Per Week Territory A	4 Days Per Week Territory B	3 Days Per Week Territory A	3 Days Per Week Territory B
Account representative	R*	$24.40–$46.45	$48.80–$92.90	$30.70–$58.40	$61.40–$116.85	$41.35–$78.65	$82.70–$157.[illegible]
	M**	**35.45**	**70.85**	**44.55**	**88.15**	**60.00**	**120.05**
Detail salesperson	R	13.25–27.85	22.10–41.75	16.65–35.05	27.75–52.55	22.45–47.20	37.40–70.8[illegible]
	M	**20.55**	**31.90**	**25.85**	**40.15**	**34.85**	**54.10**
Sales engineer	R	NTE		26.40–71.60	46.20–95.40	35.55–96.45	62.25–128.6[illegible]
	M	**NTE**		**49.00**	**70.80**	**66.00**	**95.45**
Industrial products salesperson	R	17.40–34.25	27.85–68.50	21.90–43.05	35.05–86.15	29.50–58.00	47.20–116.0[illegible]
	M	**25.85**	**46.20**	**32.50**	**60.60**	**43.75**	**81.65**
Service salesperson	R	13.40–25.25	22.35–50.50	16.85–31.75	28.10–63.50	22.70–42.75	37.85–85.5[illegible]
	M	**19.35**	**36.46**	**24.30**	**45.80**	**32.75**	**61.70**

*R: Range
**M: Mean

NTE: Not typical experience

Note: 5-day workweek based on 239 workdays, 4-day workweek based on 190 workdays, 3-day workweek based on 141 workdays. Each assumes an annual 15 days of vacation and sick time and 6 holidays.

Source: Sales & Marketing Management survey

can Management Assn.'s (AMA) annual *Sales Personnel Report,* which includes information on line sales personnel in many industries. The data are broken out for three categories: compensation (including incentives), auto, and travel and entertainment.

After making a phone survey to determine the number of calls made by the different types of salespeople, S&MM segregates AMA's industry data among the five types. Next, because AMA groups its cost data in quartiles, S&MM selects only the second and third quartiles for computing direct sales costs. By eliminating the extreme low and high figures represented in the first and fourth quartiles, S&MM avoids the statistical extremes that can swing sharply from one year to the next.

Most important, in contrast with the single average offered by the other sources, S&MM develops estimates for five broadly representative types of salespeople, enabling the marketer to select the figure most relevant to his operation. An overall average, by itself, can't properly reflect the widely varied types of salespeople and selling environments that make up the real world. It would be difficult to reconcile, in one comprehensive cost-per-call ratio, two such opposite types as, say, a sales engineer, who concentrates on developing systems to solve complex customer problems, and an account representative, who sells mass-produced staples to an established customer base.

Also, salespeople work in markedly different selling environments. A salesperson in a big city, where prospects are

How to create your own cost-per-call efficiency index

S&MM's cost-per-call data can help you evaluate the effectiveness of your own management of this critical cost-ratio. Because the data are detailed for types of salespeople and selling situations, they are most helpful if you develop your own **Sales Call Efficiency Index** that you can then use to monitor the efficiency of your field sales force.

1. Call patterns. Information on your salespeople's call patterns (Table I-5) can be gained either by totalling the number of calls listed on call reports or by multiplying the average number of calls per day by the number of days salespeople spend in the field.

2. Direct sales costs. Unless you keep your own records, company financial records will provide much of the information on direct sales costs (Table I-6). They can be supplemented by the sales force's expense accounts, as well as the Metro Sales Costs (page 39) and Transportation (page 97) sections.

3. Cost per call. Using the summary data from the first two tables, you calculate cost per call (Table I-7) by dividing the salespeople's number of calls into their total direct sales costs. If you want to make the sales force more aware of this critical ratio, you can redesign the format of your call reports so that individuals can compute their own cost per call each time they submit a report.

4. Territory concentration factor. No two territories are exactly alike because of differences in geography, number and type of accounts, and industry concentration or dispersal. You can compensate for this diversity by assigning "weights" to the salespeople or territories being compared. Here, you first develop an average number of calls per day for your entire sales force; that figure represents the norm. Then, using the Territory Concentration Factor (Table I-8), which shows the statistical relationship between a set of common numbers, you "equalize" the differences in the number of sales calls. That is, it compensates for the differences where one territory averages eight calls per day, another, only four.

Next, you adjust for the difference in selling and living costs between the markets. A step-by-step procedure, comparing the Philadelphia, and Billings, MT, markets, is provided on page 36.

TABLE I-5

How to compute your salesperson's call patterns

	Estimated Calls Per Year				
Salesperson	Actual Calls Reported	Average Calls Per Day	Total Days In Field	Estimated Total Calls	Actual Or Estimated Calls Per Year

TABLE I-6

How to compute your salesperson's direct sales costs

	Yearly Direct Sales Cost					
Salesperson	Base Salary	Bonus Or Comm.	Auto Expense	Expense Account Reported	Other	Total Direct Sales Cost

TABLE I-7

How to compute your salesperson's per-call costs

Salesperson	Direct Sales Cost	Total Calls Per Year	Cost Per Salesman's Call[1]

Note: Direct cost per salesperson's call = $\frac{\text{direct sales cost}}{\text{total calls per year}}$

TABLE I-8

Territory concentration factor

Standard Average Calls Per Day	Average Calls Per Day For Territory									
	10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.12	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
2	.20	.22	.25	.28	.33	.40	.50	.66	1.00	2.00
1	.10	.11	.12	.14	.16	.20	.25	.33	.50	1.00

clustered together, spends a much greater portion of his time in face-to-face selling compared with his peer who, working a rural territory where prospects can be separated by vast distances, spends a greater share of his time travelling. Hence, S&MM uses two types of territories: Type A for metropolitan areas and Type B for nonmetro areas.

S&MM's cost-per-sales-call estimates are derived by dividing the number of calls the salesperson makes into his total direct sales costs (compensation plus auto and T&E expenses). If he makes 1,000 calls a year, for example, and has total direct costs of $10,000, his cost per call is $10.

Call patterns (Table I-1)

A sales call is a face-to-face contact between a salesperson and one or more buyers. Calculating the cost-per-call ratio starts with an estimate of the range in number of calls that are made, both daily and annually. This information is developed by S&MM and Technomic Consultants, a Chicago consulting company.

Direct sales costs (Table I-2)

Direct sales costs are limited to those that the salesperson and his manager can control, making the final call-cost ratio a more meaningful yardstick of performance. These include compensation, auto expenses, and T&E (which embrace food and lodging). Such elements can vary considerably among the five sales types, reinforcing

(continued on page 34)

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SURVEY HIGHLIGHT

How good are the Survey data?

Cost Category	% Increase 1979–80	1978–79
Meals		
CPI	9.9%	11.2%
S&MM	10.1	9.4
Lodging		
CPI	14.2	15.3
S&MM	16.5	12.9
Car rental		
CPI	30.6	26.7
S&MM	32.7	22.6
Two drinks		
CPI	7.4	8.4
S&MM	11.6	6.2

Very good, when you compare the *Survey*'s annual rates of change with those of the federal government's monthly consumer price index (CPI). If you consider the millions of dollars spent, and the hundreds of people employed, by the Bureau of Labor Statistics in gathering the monthly CPI data, the very small differences between S&MM's percent increases and the government's indicate that marketers can use with confidence the statistics contained in this issue. Because the *Survey*'s car rental rates include a gasoline cost for 50 miles, the table combines the government's indexes for car rentals and gasoline at the pump.

SURVEY HIGHLIGHTS

How direct sales costs are changing

Type of Salesperson[1]	Median Direct Sales Costs 1980	% Increase 1979–1980	Compound Annual % Increase 1974–1980
Account representative			
Total	**$39,700**	**5.0%**	**12.6%**
Compensation	29,000	0.9	10.4
Auto and T&E[2]	10,700	18.2	20.5
Detail salesperson			
Total	**35,800**	**7.8**	**13.2**
Compensation	25,550	2.2	10.5
Auto and T&E	10,250	25.0	22.7
Sales engineer			
Total	**$44,750**	**14.5%**	**8.5%**
Compensation	30,400	10.5	6.8
Auto and T&E	14,350	23.7	12.7
Industrial products salesperson			
Total	**41,200**	**15.1**	**10.6**
Compensation	29,000	11.5	8.8
Auto and T&E	12,200	24.5	16.0
Service salesperson			
Total	**40,150**	**7.8**	**11.1**
Compensation	29,650	9.8	9.2
Auto and T&E	10,500	2.4	17.5

[1]See page 22 for definition of salesperson type.
[2]T&E: Travel and entertainment, including food and lodging.
Source: *Sales & Marketing Management's 1981 Survey of Selling Costs.*

How metro per diem and living costs compare

Metro Market	1979–80 % Increase Per Diem Total	Consumer Price Index
NORTHEAST	**12.5%**	**12.6%**
Boston	14.2	11.7[1]
Buffalo	10.4	11.4
New York	13.2	10.9
Philadelphia	9.1	12.0
Pittsburgh	9.8	14.3
MIDWEST	**12.9**	**12.2**
Chicago	10.7	14.0
Cincinnati	8.8	12.3[1]
Cleveland	8.6	14.6
Detroit	12.3	15.7
Kansas City	14.7	10.9
Milwaukee	17.5	14.1
Minneapolis-St. Paul	22.0	10.7
St. Louis	14.0	12.5[1]
SOUTH	**15.1**	**12.4**
Atlanta	18.0	15.7
Baltimore	11.6	13.7[1]
Dallas-Fort Worth[2]	11.5	15.1
Houston	13.8	10.5
Miami	18.7	12.1[1]
Washington, DC	18.4	12.5[1]
WEST	**15.6**	**12.2**
Denver-Boulder	18.6	10.6[1]
Los Angeles-Long Beach	17.7	13.5
Portland	14.8	10.7[1]
San Diego	20.1	12.6[1]
San Francisco-Oakland	19.6	10.7
Seattle-Everett	16.0	15.4
U.S.	**14.0%**	**12.4%[3]**

Notes: Per diem total is the cost of three meals and one night's lodging. Sales & Marketing Management gathers the restaurant and hotel data in the fouth quarter period; the Bureau of Labor Statistics develops its price indexes each month of the year.
[1]Consumer Price Index for the Dec.-to-Dec. period except for these markets where the Nov.-to-Nov. period is the latest data available.
[2]Dallas only.
[3]CPI's increase on annualized basis was 13.5%, remarkably close to S&MM's 14.0%.
Sources: *Sales & Marketing Management's 1981 Survey of Selling Costs;* Bureau of Labor Statistics, *Monthly Consumer Price Index Report.*
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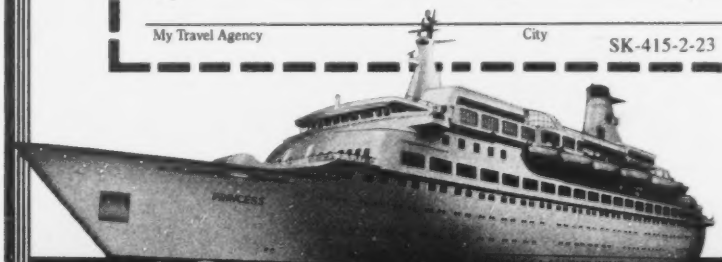

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the need for developing call-costs estimates for different sales categories.

Cost per call (Table I-3)

The factors behind S&MM's preference for call-cost ratios by type of salesperson, as opposed to a single, all-inclusive average, are demonstrated by, first, the spread in such ratios between the five types, and, second, contrasting rates at which they are increasing.

Effective call days (Table I-4)

To make the call-cost information even more useful, S&MM provides a range of ratios based upon the salesperson's work patterns. By converting the cost ratios to applicable three-, four-, or five-day call patterns, the data reflect that salespeople are at different levels of expertise in managing time and territory, as well as planning call patterns and executing the call function.

A cautionary note: Although cost per call is a valuable monitor, it should not be used exclusively for evaluating a salesperson's effectiveness. Sales productivity is as much a function of profitable sales volume as per-call costs, and the manager must consider both elements in assessing the individual's productiveness. And, as the following section demonstrates, even a call-cost ratio itself must be tempered by the nature of local markets.

SURVEY HIGHLIGHT

How call costs vary by industry

Industry	*1980 Avg.*	*Calls Per Week*
Design field	$139.64	12
Capital equipment	133.80	9
Manufacturingindustries	128.89	10
Building products	112.72	13
Foodservice	111.04	15
All industries	**$128.53**	**12**

Source: Cahners Publishing Co., *Cahners Advertising Research Report*, Nos. 542.2 and 542.3.

Step-by-step sequence in building a sales call efficiency index

TABLE I-9
Sales call efficiency index

	Direct Sales Cost	Number Of Sales Calls	Unweighted Cost Per Sales Call	Territory Concentration Factor (TCF)	Per Diem Index*	Sales Call Efficiency Index	**Weighted Sales Call Efficiency Index**
Billings	$22,000	598	$37	1.40	75	$35	**$29**
Philadelphia	$45,000	1,673	$27	0.77	116	$30	**$33**

*As indicated in Section II: Metro Sales Costs

In order to compare cost-per-call ratios of different sales territories equitably, variances between local markets must be considered. This hypothetical example analyzes two different markets: Billings, MT, with below-average per diem costs, and Philadelphia, with above-average per diem costs.

The Billings salesperson has direct sales costs of $22,000 and makes 598 calls a year, while the Philadelphia salesperson has direct sales costs of $45,000 and makes 1,673 calls. Thus the **Unweighted Cost Per Sales Call** in Billings is $36.79 ($22,000 ÷ 598 = $36.79) compared with $26.90 in Philadelphia ($45,000 ÷ 1,673 = $26.90). At first glance, the Philadelphia salesperson seems to be managing his expenses more effectively.

However, a fair evaluation of relative performance must recognize that Billings and Philadelphia are two distinctly different markets. Developing a **Sales Call Efficiency Index** that compensates for these differences involves use of the Territory Concentration Factor (TCF) (Table I-8). Assuming the entire sales force averages seven calls per day, and using the table to relate each salesperson's calls to that number, the TCF of Billings's five calls per day is 1.40 while that of Philadelphia's nine calls is 0.77.

Next, the Metro Sales Costs section (page 39) reveals that Billings's per diem index is 75 and Philadelphia's is 116. Dividing each number into 100, the all-U.S. norm, yields a factor of 1.33 for Billings and 0.86 for Philadelphia.

With these data, it's now possible to construct a **Sales Call Efficiency Index** for each territory using the following equation:

$$\text{Sales Call Efficiency Index} = \frac{\text{Direct sales cost} \quad \frac{(100)}{(\text{Per diem index})}}{\text{Calls/year (Territory Concentration Factor)}}$$

This reveals that, allowing for market differences, the adjusted cost per call in Billings is $34.96 and in Philadelphia $30.05. A $10 difference has been cut in half, as indicated below:

For Billings, the calculation is as follows:

$$\frac{\$22{,}000\ (1.33)}{598\ (1.40)} = \frac{29{,}260}{837} = \$34.96$$

$$\text{For Philadelphia: } \frac{\$45{,}000\ (0.86)}{1{,}673\ (0.77)} = \frac{38{,}700}{1{,}288} = \$30.05$$

Weighted to balance geographical differences in the cost of living

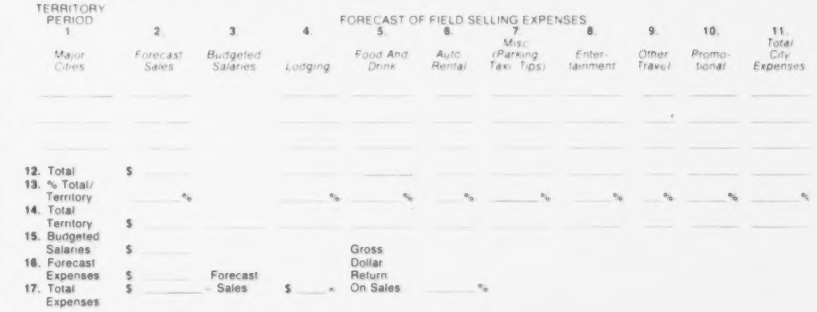
$$\text{For Billings: } \frac{\$15{,}000 + \$7{,}000\ (1.33)}{598\ (1.40)} = \frac{24{,}310}{837} = \$29.04$$

$$\text{For Philadelphia: } \frac{\$30{,}000 + \$15{,}000\ (0.86)}{1{,}673\ (0.77)} = \frac{42{,}900}{1{,}288} = \$33.31$$

The adjusted cost per call can be further refined by allowing for living costs differences. In this example, the Billings salesperson has a base salary of $15,000 plus $7,000 for expenses, while the Philadelphia salesperson has a base salary of $30,000 plus $15,000 for expenses. Using the above equation—multiplying each individual's expenses by the per diem factor cited earlier (1.33 for Billings, 0.86 for Philadelphia)—results in a **Weighted Sales Call Efficiency Index** of $29.04 for Billings, $33.31 for Philadelphia. When living costs are factored in, then, the Billings salesperson is more efficient.

Step-by-step sequence in preparing a sales costs budget

(Bold-faced numbers in the drawing refer to explanations in adjoining column)



1. List the major cities in your territory that are included in *Section II: Metro Sales Costs*.
2. Enter the forecast sales for each city.
3. List in total only the budgeted salaries of the territory sales manager and salespeople as fixed costs.
4. Estimate the number of nights to be spent in each city and multiply by the lodging averages shown in Section II.
5. Estimate the number of meals and drinks per day in each city (S&MM assumes an allowance of two drinks per day per salesperson) and multiply by the appropriate food and drink medians that are shown in Section II.
6. If an auto will be rented, estimate the number of miles per week. *Multiply* the number of days by the rate per day, *add* the sum of the number of miles times the rate per mile, *add* insurance of $2 per day, and subtract your company discount (if any). Auto-rental data are in Sections II and VI.
7. Estimate the miscellaneous expenses.
8. Add entertainment costs by multiplying the dinner and drink rates (for each city) by the number of clients or customers entertained.
9. Estimate other travel expenses—air, train, or bus fares—that may be incurred in trips to the home office or to sales meetings.
10. Estimate promotion expenses by including advertising, sales promotion, trade shows, meetings, and so on that may be charged to the territory.
11. Total expenses across columns 4 to 10 to derive expenses by city.
12. Total all expenses shown in columns 4 to 11.
13. Calculate the percent of the territory's sales that will be accounted for by total sales of the cities listed; do the same for expenses. *A possible shortcut:* Assume that a city's percentage of total territory sales will be the same as its share of total territory expenses.
14. Enter the expected total sales of the territory.
15. Enter total budgeted salaries.
16. Enter total forecast expenses for the cities from column 11. Total salaries and expenses should be adjusted for any overhead—rent, utilities, secretarial expenses—charged to the sales office.
17. Add salaries (item 15) and expenses (item 16). Subtract total expenses (item 17) from forecasted sales (item 12), giving the gross dollar return on sales. This gross dollar return can then be converted to a percentage figure by dividing by the forecast sales total. Comparing the percent shown here with your company's targeted profit ratio tells you if you are on target. If you are not, analysis of the data may suggest the reasons why.

Metro sales costs

U.S. and Canada

TABLE TITLE

II-1 Selling costs in 80 major U.S. markets

Lodging—Average daily rate and range of rates

Meals—Median costs of breakfast, lunch, and dinner

Per diem total—Lodging and meals

Per diem increase—1979–80 increase in per diem total

Per diem index—Market's lodging and meal costs compared with U.S. average

Cost of two drinks

Airport to downtown—Limousine and taxi rates, distances, and times

Auto rental—Average car-rental rates per day

II-2 Selling costs in six major Canadian markets

II-3 Meal and lodging tax rates by metropolitan market

A helpful subject-matter index to all statistical information appears on page 105.

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1979–80	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Akron, OH	Average $25.75 Range $20.00–$36.00	B $ 3.65 L $ 4.80 D $12.30	$46.50	9.8%	**79**	$3.60	Limo: $5.50 Taxi: $14.90 Dist.: 15 mi. Time: 30 min.	$56.05
Albany-Schenectady-Troy, NY	Average $35.00 Range $19.00–$50.00	B $ 4.10 L $ 5.00 D $13.70	57.80	8.6	**98**	4.00	Limo: $3.75 Taxi: $10.30* Dist.: 8 mi. Time: 30 min.	54.90
Albuquerque, NM	Average $30.50 Range $11.00–$51.00	B $ 4.40 L $ 5.00 D $10.35	50.25	8.3	**85**	3.90	Limo: $2.25 Taxi: $7.25 Dist.: 5 mi. Time: 15 min.	53.40
Allentown-Bethlehem-Easton, PA	Average $31.50 Range $27.00–$38.00	B $ 3.65 L $ 4.50 D $12.50	52.15	8.9	**88**	3.90	Limo: $4.00 Taxi: $6.75* Dist.: 4 mi. Time: 30 min.	53.60
Atlanta, GA	Average $48.25 Range $29.00–$72.00	B $ 3.90 L $ 4.80 D $14.30	71.25	18.0	**121**	3.90	Limo: $4.00 Taxi: $8.55 Dist.: 8 mi. Time: 35 min.	62.70
Baltimore, MD	Average $39.00 Range $26.00–$65.00	B $ 4.80 L $ 4.65 D $13.95	62.40	11.6	**106**	4.00	Limo: $4.00 Taxi: $7.55 Dist.: 10 mi. Time: 25 min.	65.65
Bethlehem, PA	**See Allentown-Bethlehem-Easton**							
Billings, MT	Average $26.50 Range $18.00–$38.00	B $ 3.30 L $ 4.90 D $ 9.00	43.70	7.4	**74**	3.50	Limo: $2.00 Taxi: $2.70* Dist.: 2 mi. Time: 10 min.	45.85
Birmingham, AL	Average $32.25 Range $19.50–$46.00	B $ 3.90 L $ 5.55 D $13.20	54.90	21.1	**93**	5.00	Limo: $2.50 Taxi: $5.65 Dist.: 5 mi. Time: 30 min.	54.15
Boise, ID	Average $28.25 Range $18.00–$38.00	B $ 4.05 L $ 5.05 D $10.65	48.00	12.0	**81**	3.00	Limo: $1.50 Taxi: $6.75* Dist.: 5 mi. Time: 20 min.	49.65
Boston, MA	Average $52.75 Range $34.00–$80.00	B $ 3.75 L $ 5.50 D $12.65	74.65	14.2	**127**	3.70	Limo: $2.25 Taxi: $5.95 Dist.: 3 mi. Time: 30 min.	70.25
Boulder, CO	**See Denver-Boulder**							
Bridgeport-Stamford-Norwalk-Danbury, CT	Average $46.75 Range $27.00–$62.00	B $ 3.75 L $ 5.05 D $11.55	67.10	16.9	**114**	3.50	Limo: $2.50 Taxi: $4.50 Dist.: 4 mi. Time: 10 min.	52.95
Bristol, CT	**See Hartford-New Britain-Bristol**							

* = flat or zone rate

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. In some cities, medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day of lodging and meals. **Per diem increase:** Percent change from 1979 to 1980 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added.

Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: Sales & Marketing Management; American Hotel Assn.: *1980 Hotel and Motel Red Book; Official Airline Guide.*

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1979–80	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Buffalo, NY	Average $30.75 Range $21.00–$49.00	B $ 4.45 L $ 4.75 D $12.10	$52.05	10.4%	**88**	$3.50	Limo: $5.00 Taxi: $11.10 Dist.: 9 mi. Time: 30 min.	$63.60
Canton, OH	Average $31.50 Range $26.00–$37.00	B $ 2.85 L $ 3.80 D $12.00	50.15	15.7	**85**	3.00	Limo: $3.00 Taxi: $13.50* Dist.: 10 mi. Time: 20 min.	56.05
Charleston, SC	Average $32.50 Range $20.00–$62.00	B $ 3.95 L $ 5.55 D $13.50	55.50	21.0	**94**	5.50	Limo: $4.50 Taxi: $10.80 Dist.: 12 mi. Time: 30 min.	51.80
Charlotte-Gastonia, NC	Average $32.75 Range $17.00–$42.00	B $ 4.80 L $ 5.05 D $13.30	55.90	19.2	**95**	5.00	Limo: $3.50 Taxi: $7.35 Dist.: 8 mi. Time: 30 min.	52.05
Chicago, IL	Average $58.00 Range $32.50–$84.00	B $ 4.80 L $ 5.90 D $15.45	84.15	10.7	**143**	4.50	**O'Hare** Limo: $4.15 Taxi: $15.25 Dist.: 19 mi. Time: 45-65 min. **Midway** Limo: $3.65 Taxi: $9.85 Dist.: 10 mi. Time: 40 min.	62.10
Cincinnati, OH	Average $33.75 Range $18.00–$48.00	B $ 3.65 L $ 5.00 D $11.95	54.35	8.8	**92**	3.80	Limo: $4.00 Taxi: $15.20* Dist.: 13 mi. Time: 45 min.	52.00
Cleveland, OH	Average $33.50 Range $24.00–$54.00	B $ 3.55 L $ 5.00 D $11.55	53.60	8.6	**91**	3.80	Limo: $4.50 Taxi: $13.55 Dist.: 12 mi. Time: 60 min.	55.70
Columbus, OH	Average $35.25 Range $27.00–$59.00	B $ 3.35 L $ 4.20 D $10.95	53.75	9.8	**91**	3.50	Limo: $5.75 Taxi: $11.95 Dist.: 8 mi. Time: 40 min.	52.35
Dallas, TX	Average $40.00 Range $15.00–$65.00	B $ 5.30 L $ 6.65 D $15.20	67.15	11 5	**114**	4.50	Limo: $7.00 Taxi: $16.65 Dist.: 17 mi. Time: 60 min.	52.15
Danbury, CT	**See Bridgeport-Stamford-Norwalk-Danbury**							
Davenport-Rock Island-Moline, IA-IL	Average $26.75 Range $17.00–$36.00	B $ 3.50 L $ 4.95 D $10.05	45.25	5.0	**77**	3.00	Limo: $6.60 Taxi: $13.50* Dist.: 10 mi. Time: 20 min.	60.30
Dayton, OH	Average $27.75 Range $18.00–$38.00	B $ 3.20 L $ 5.50 D $11.50	47.95	9.0	**81**	3.20	Limo: $5.25 Taxi: $11.60 Dist.: 13 mi. Time: 25 min.	53.75
Denver-Boulder, CO	Average $44.75 Range $29.00–$73.00	B $ 3.65 L $ 5.15 D $14.35	67.90	18.6	**115**	4.00	Limo: $3.35 Taxi: $7.80 Dist.: 7 mi. Time: 30 min.	54.75
Des Moines, IA	Average $28.50 Range $14.50–$45.00	B $ 3.75 L $ 6.45 D $11.80	50.50	13.2	**86**	3.50	Limo: $1.85 Taxi: $5.50 Dist.: 5 mi. Time: 20 min.	45.75

* = flat or zone rate

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1979–80	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Detroit, MI	Average $41.75 Range $30.00–$72.00	B $ 4.65 L $ 6.00 D $16.00	$68.40	12.3%	**116**	$4.30	Limo: $3.95 Taxi: $24.30 Dist.: 23 mi. Time: 40 min.	$49.15
Easton, PA	**See Allentown-Bethlehem-Easton**							
Everett, WA	**See Seattle-Everett**							
Fargo-Moorhead, ND-MN	Average $25.00 Range $18.50–$43.00	B $ 3.10 L $ 4.45 D $10.30	42.85	11.4	**73**	4.00	Limo: None Taxi: $4.55 Dist.: 3 mi. Time: 30 min.	52.00
Fitchburg, MA	**See Worcester-Fitchburg-Leominster**							
Flint, MI	Average $32.50 Range $28.00–$52.00	B $ 3.30 L $ 4.80 D $12.50	53.10	10.6	**90**	4.00	Limo: $3.50 Taxi: $7.90 Dist.: 5 mi. Time: 15 min.	47.90
Fort Worth, TX	Average $34.50 Range $17.00–$56.00	B $ 4.45 L $ 5.80 D $13.05	57.80	16.4	**98**	3.50	Limo: $4.00 Taxi: $16.90 Dist.: 17 mi. Time: 60 min.	48.05
Gastonia, NC	**See Charlotte-Gastonia**							
Grand Rapids, MI	Average $29.00 Range $13.00–$46.00	B $ 3.85 L $ 6.00 D $11.35	50.20	14.5	**85**	4.50	Limo: $9.00 Taxi: $11.25* Dist.: 12 mi. Time: 30 min.	47.30
Greensboro-Winston-Salem-High Point, NC	Average $30.00 Range $19.00–$60.00	B $ 3.70 L $ 4.10 D $13.35	51.15	16.8	**87**	4.50	Limo: $7.00 Taxi: $11.25* Dist.: 10 mi. Time: 30 min.	52.40
Greenville-Spartanburg, SC	Average $25.75 Range $16.00–$38.00	B $ 3.30 L $ 4.85 D $12.40	46.30	14.2	**78**	4.80	Limo: $5.00 Taxi: $18.30 Dist.: 15 mi. Time: 30 min.	52.85
Harrisburg, PA	Average $34.25 Range $24.00–$45.00	B $ 3.30 L $ 4.25 D $11.15	52.95	11.1	**90**	3.00	Limo: $2.50 Taxi: $12.95* Dist.: 9 mi. Time: 30 min.	58.80
Hartford-New Britain-Bristol, CT	Average $42.50 Range $27.00–$70.00	B $ 3.55 L $ 6.45 D $13.50	66.00	20.1	**112**	3.90	Limo: $3.60 Taxi: $13.90* Dist.: 14 mi. Time: 35 min.	61.80
High Point, NC	**See Greensboro-Winston-Salem-High Point**							
Houston, TX	Average $45.50 Range $18.50–$75.00	B $ 4.65 L $ 6.45 D $14.20	70.80	13.8	**120**	4.00	Limo: $4.50 Taxi: $21.40* Dist.: 20 mi. Time: 45 min.	57.10

*=flat or zone rate

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. In some cities medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day of lodging and meals. **Per diem increase:** Percent change from 1979 to 1980 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added.

Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: Sales & Marketing Management; American Hotel Assn.: *1980 Hotel and Motel Red Book; Official Airline Guide.*

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1979–80	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Indianapolis, IN	Average $34.00 Range $18.00–$57.00	B $ 3.75 L $ 4.45 D $12.90	$55.10	11.8%	**93**	$3.80	Limo: $6.15 Taxi: $6.30 Dist.: 5 mi. Time: 25 min.	$48.80
Jacksonville, FL	Average $31.50 Range $21.00–$56.00	B $ 3.65 L $ 4.65 D $11.70	51.50	11.8	**87**	3.80	Limo: $4.00 Taxi: $14.20 Dist.: 15 mi. Time: 30 min.	47.60
Kansas City, MO	Average $42.00 Range $22.00–$80.00	B $ 4.25 L $ 5.90 D $13.50	65.65	14.7	**111**	3.80	Limo: $7.50 Taxi: $21.25 Dist.: 18 mi. Time: 35 min.	53.05
Las Vegas, NV	Average $36.00 Range $29.00–$56.00	B $ 4.45 L $ 6.80 D $14.15	61.40	9.2	**104**	3.50	Limo: $2.55 Taxi: $7.35 Dist.: 6 mi. Time: 35 min.	50.40
Leominster, MA	**See Worcester-Fitchburg-Leominster**							
Little Rock-North Little Rock, AR	Average $31.75 Range $20.00–$51.00	B $ 3.35 L $ 5.30 D $11.10	51.50	13.6	**87**	4.00	Limo: $3.25 Taxi: $3.85* Dist.: 4 mi. Time: 15 min.	53.30
Long Beach, CA	**See Los Angeles-Long Beach**							
Los Angeles-Long Beach, CA	Average $50.50 Range $32.00–$85.00	B $ 4.00 L $ 7.50 D $18.30	80.30	17.7	**136**	4.50	**International** Limo: $5.60 Taxi: $20.60 Dist.: 17 mi. Time: 45 min. **Burbank** Limo: $1.55 Taxi: $25.10 Dist.: 21 mi. Time: 45 min.	49.95
Louisville, KY	Average $31.75 Range $19.50–$40.00	B $ 3.15 L $ 4.35 D $11.75	51.00	12.0	**86**	3.30	Limo: $4.50 Taxi: $6.65 Dist.: 5 mi. Time: 20 min.	51.70
Memphis, TN	Average $30.30 Range $24.00–$44.00	B $ 3.75 L $ 5.45 D $11.30	50.80	17.7	**86**	3.90	Limo: $4.25 Taxi: $8.70 Dist.: 10 mi. Time: 40 min.	52.95
Meriden, CT	**See New Haven-Waterbury-Meriden**							
Miami, FL	Average $52.75 Range $30.00–$90.00	B $ 3.70 L $ 5.00 D $15.15	76.60	18.7	**130**	4.50	Limo: $4.75 Taxi: $6.35 Dist.: 5 mi. Time: 20 min.	48.45
Milwaukee, WI	Average $37.50 Range $16.00–$70.00	B $ 4.00 L $ 4.95 D $13.45	59.90	17.5	**102**	3.30	Limo: $3.40 Taxi: $7.60 Dist.: 6 mi. Time: 30 min.	50.50
Minneapolis-St. Paul, MN	Average $44.25 Range $26.00–$65.00	B $ 4.45 L $ 5.50 D $14.25	68.45	22.0	**116**	3.60	Limo: $3.50 Taxi: $13.35 Dist.: 10 mi. Time: 25 min.	52.90
Moline, IL	**See Davenport-Rock Island-Moline**							
Moorhead, MN	**See Fargo-Moorhead**							
Nashville-Davidson, TN	Average $31.80 Range $18.00–$60.00	B $ 3.95 L $ 5.25 D $12.70	53.70	9.1	**91**	4.00	Limo: $5.00 Taxi: $10.00 Dist.: 8 mi. Time: 30 min.	53.15
New Britain, CT	**See Hartford-New Britain-Bristol**							

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TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1979–80	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
New Haven-Waterbury-Meriden, CT	Average $30.25 Range $20.00–$38.00	B $ 4.05 L $ 5.55 D $11.60	$51.45	10.5%	**87**	$3.90	Limo: $3.60 Taxi: $6.15 Dist.: 3.5 mi. Time: 15 min.	$56.05
New Orleans, LA	Average $45.50 Range $27.50–$90.00	B $ 4.85 L $ 7.75 D $16.05	74.15	17.1	**126**	4.00	Limo: $5.00 Taxi: $15.75* Dist.: 15 mi. Time: 30 min.	57.55
New York, NY	Average $62.50 Range $29.00–$145.00	B $ 5.95 L $10.50 D $20.25	99.20	13.2	**168**	5.50	**LaGuardia** Limo: $3.50 Taxi: $9.25 Dist.: 8 mi. Time: 60 min. **Kennedy** Limo: $4.00 Taxi: $16.30 Dist.: 15 mi. Time: 75 min. **Newark** Limo: $2.15 Taxi: $27.55* Dist.: 10 mi. Time: 60 min.	62.90
Newark, NJ	Average $48.25 Range $29.00–$58.00	B $ 4.05 L $ 6.00 D $16.35	74.65	19.4	**127**	3.50	Limo: $2.00 Taxi: $6.75* Dist.: 3 mi. Time: 15 min.	63.10
Norfolk-Virginia Beach-Portsmouth, VA	Average $36.00 Range $24.00–$60.00	B $ 3.15 L $ 4.80 D $13.50	57.45	14.1	**97**	4.00	Limo: $4.25 Taxi: $8.35 Dist.: 8 mi. Time: 25 min.	53.35
North Little Rock, AR	**See Little Rock-North Little Rock**							
Norwalk, CT	**See Bridgeport-Stamford-Norwalk-Danbury**							
Oakland, CA	**See San Francisco-Oakland**							
Ogden, UT	**See Salt Lake City-Ogden**							
Oklahoma City, OK	Average $35.50 Range $28.00–$50.00	B $ 3.75 L $ 4.60 D $11.15	55.00	18.5	**93**	3.00	Limo: $4.75 Taxi: $12.40 Dist.: 10 mi. Time: 30 min.	49.40
Omaha, NB	Average $31.00 Range $16.00–$45.00	B $ 2.85 L $ 4.20 D $12.20	50.25	18.9	**85**	3.20	Limo: $4.40 Taxi: $5.20 Dist.: 4.5 mi. Time: 20 min.	48.40
Pawtucket, RI	**See Providence-Warwick-Pawtucket**							
Peoria, IL	Average $36.75 Range $29.00–$52.00	B $ 3.65 L $ 5.05 D $11.35	56.80	16.3	**96**	3.70	Limo: $2.00 Taxi: $7.80 Dist.: 5 mi. Time: 20 min.	58.35
Philadelphia, PA	Average $42.00 Range $27.00–$60.00	B $ 4.20 L $ 6.20 D $15.00	67.40	9.1	**114**	3.90	Limo: $4.75 Taxi: $10.65 Dist.: 7 mi. Time: 35 min.	61.05

* = flat or zone rate

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. In some cities, medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day of lodging and meals. **Per diem increase:** Percent change from 1979 to 1980 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added.

Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

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Phoenix, AZ	Average $38.25 Range $21.00–$78.00	B $ 3.35 L $ 5.25 D $11.70	$58.55	21.1%	**99**	$3.90	Limo: $2.75 Taxi: $4.75 Dist.: 4 mi. Time: 20 min.	$48.50
Pittsburgh, PA	Average $41.00 Range $24.00–$65.00	B $ 3.95 L $ 6.90 D $15.05	66.90	9.8	**113**	3.90	Limo: $3.50 Taxi: $20.25 Dist.: 17 mi. Time: 55 min.	54.10
Portland, OR	Average $37.25 Range $25.50–$61.00	B $ 4.80 L $ 5.00 D $13.20	60.25	14.8	**102**	3.70	Limo: $3.25 Taxi: $13.30 Dist.: 9 mi. Time: 25 min.	51.05
Portsmouth, VA	**See Norfolk-Virginia Beach-Portsmouth**							
Providence-Warwick-Pawtucket, RI	Average $35.50 Range $20.00–$65.00	B $ 4.05 L $ 6.20 D $14.65	60.40	19.2	**102**	4.00	Limo: $3.50 Taxi: $8.60 Dist.: 8.5 mi. Time: 40 min.	58.80
Reading, PA	Average $28.75 Range $22.00–$36.00	B $ 3.25 L $ 5.35 D $13.80	51.15	3.2	**87**	3.50	Limo: $1.00 Taxi: $5.40 Dist.: 3 mi. Time: 20 min.	45.05
Richmond, VA	Average $29.75 Range $14.00–$53.00	B $ 3.30 L $ 3.95 D $12.25	49.25	10.9	**83**	3.90	Limo: $4.60 Taxi: $10.95 Dist.: 8 mi. Time: 20 min.	50.50
Rochester, NY	Average $34.25 Range $24.00–$48.00	B $ 3.95 L $ 4.75 D $12.30	55.25	7.7	**94**	3.50	Limo: None Taxi: $6.65 Dist.: 4 mi. Time: 20 min.	63.35
Rock Island, IL	**See Davenport-Rock Island-Moline**							
Sacramento, CA	Average $32.50 Range $20.50–$59.00	B $ 3.85 L $ 5.95 D $11.10	53.40	10.9	**91**	3.90	Limo: $3.30 Taxi: $16.20 Dist.: 11 mi. Time: 20 min.	51.20
St. Louis, MO	Average $35.50 Range $20.00–$60.00	B $ 4.00 L $ 5.55 D $14.55	59.60	14.0	**101**	4.00	Limo: $5.50 Taxi: $14.40 Dist.: 15 mi. Time: 45 min.	57.95
St. Paul, MN	**See Minneapolis-St. Paul**							
St. Petersburg, FL	**See Tampa-St. Petersburg**							
Salt Lake City-Ogden, UT	Average $36.50 Range $23.00–$63.00	B $ 4.25 L $ 4.80 D $11.65	57.20	14.4	**97**	3.50	Limo: None Taxi: $5.00 Dist.: 4 mi. Time: 30 min.	51.75
San Antonio, TX	Average $33.00 Range $15.00–$61.00	B $ 4.00 L $ 6.20 D $11.60	54.80	13.0	**93**	3.90	Limo: $2.75 Taxi: $8.90 Dist.: 8.6 mi. Time: 45 min.	50.15

DEFINITIONS—**Lodging**:Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs**:A 12.5% tip is included in each meal cost shown. In some cities, medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day of lodging and meals. **Per diem increase:** Percent change from 1979 to 1980 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added.

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San Diego, CA	Average $41.75 Range $20.00–$79.00	B $ 4.10 L $ 5.75 D $12.65	$64.25	20.1%	**109**	$3.50	Limo: None Taxi: $4.50 Dist.: 3 mi. Time: 15 min.	$49.45
San Francisco-Oakland, CA	Average $60.00 Range $31.00–$130.00	B $ 6.75 L $ 8.10 D $17.45	92.30	19.6	**156**	5.00	**International** Limo: $2.25 Taxi: $21.35 Dist.: 15 mi. Time: 45 min. **Oakland** Limo: $1.75 Taxi: $28.10 Dist.: 20 mi. Time: 60 min.	50.65
San Jose, CA	Average $42.75 Range $22.00–$59.00	B $ 4.20 L $ 5.65 D $13.75	66.35	22.2	**112**	3.90	Limo: $3.05 Taxi: $4.50 Dist.: 3 mi. Time: 15 min.	50.70
Schenectady, NY	**See Albany-Schenectady-Troy**							
Seattle-Everett, WA	Average $45.00 Range $21.00–$65.00	B $ 4.20 L $ 5.65 D $13.75	68.60	16.0	**116**	3.90	**Seattle** Limo: $3.60 Taxi: $16.90 Dist.: 14 mi. Time: 25 min. **Boeing** Limo: $1.50 Taxi: $6.75 Dist.: 5 mi. Time: 25 min.	50.05
Spartanburg, SC	**See Greenville-Spartanburg**							
Stamford, CT	**See Bridgeport-Stamford-Norwalk-Danbury**							
Syracuse, NY	Average $31.75 Range $21.00–$52.00	B $ 3.95 L $ 4.50 D $12.90	53.10	17.3	**90**	3.50	Limo: None Taxi: $10.45 Dist.: 7 mi. Time: 20 min.	52.40

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Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1979–80	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Tampa-St. Petersburg, FL	Average $35.00 Range $19.00–$55.00	B $ 3.15 L $ 3.95 D $11.95	$54.05	11.0%	**92**	$3.80	Limo: $3.00 Taxi: $6.30 Dist.: 6 mi. Time: 20 min.	$48.30
Toledo, OH	Average $32.75 Range $20.00–$50.00	B $ 3.95 L $ 4.35 D $13.80	54.85	14.0	**93**	3.30	Limo: $6.50 Taxi: $18.40 Dist.: 17 mi. Time: 35 min.	45.25
Troy, NY	**See Albany-Schenectady-Troy**							
Tulsa, OK	Average $32.25 Range $21.00–$47.00	B $ 3.75 L $ 4.80 D $11.25	52.05	10.6	**88**	No sale by drink permitted	Limo: $5.75 Taxi: $8.45* Dist.: 9 mi. Time: 25 min.	54.40
Virginia Beach, VA	**See Norfolk-Virginia Beach-Portsmouth**							
Warren, OH	**See Youngstown-Warren**							
Warwick, RI	**See Providence-Warwick-Pawtucket**							
Washington, DC	Average $59.50 Range $33.50–$105.00	B $ 5.65 L $ 8.15 D $18.00	91.30	18.4	**155**	5.00	**National** Limo: $3.25 Taxi: $5.15 Dist.: 4 mi. Time: 25 min. **Dulles** Limo: $6.00 Taxi: $24.20 Dist.: 26 mi. Time: 45 min.	65.50
Waterbury, CT	**See New Haven-Waterbury-Meriden**							
Wichita, KS	Average $28.25 Range $12.00–$40.00	B $ 3.45 L $ 5.45 D $10.85	48.00	14.1	**81**	No sale by drink permitted	Limo: $4.85 Taxi: $7.00 Dist.: 6 mi. Time: 20 min.	48.80
Wilmington, DE	Average $37.25 Range $22.00–$60.00	B $ 4.00 L $ 5.75 D $13.80	60.80	17.4	**103**	3.90	Limo: $4.75 Taxi: $9.55 Dist.: 5 mi. Time: 20 min.	56.60
Winston-Salem, NC	**See Greensboro-Winston-Salem-High Point**							
Worcester-Fitchburg-Leominster, MA	Average $32.00 Range $24.00–$38.00	B $ 4.25 L $ 6.00 D $12.85	55.10	15.0	**93**	3.30	Limo: $3.00 Taxi: $6.55 Dist.: 5 mi. Time: 20 min.	65.60
York, PA	Average $26.50 Range $18.00–$40.00	B $ 3.85 L $ 4.90 D $12.55	47.80	7.4	**81**	3.50	Limo: $5.00 Taxi: $26.90* Dist.: 29 mi. Time: 60 min.	64.85
Youngstown-Warren, OH	Average $30.00 Range $22.50–$38.00	B $ 3.10 L $ 3.90 D $10.35	47.35	16.5	**80**	3.10	Limo: $2.50 Taxi: $16.90* Dist.: 11 mi. Time: 45 min.	54.70

* = flat or zone rate

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. In some cities, medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day of lodging and meals. **Per diem increase:** Percent change from 1979 to 1980 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added.

Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: Sales & Marketing Management; American Hotel Assn.: *1980 Hotel and Motel Red Book; Official Airline Guide.*

TABLE II-2 Selling costs in major Canadian markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1979–80	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Calgary, Alberta	Average $42.50 Range $21.00–$68.00	B $ 4.80 L $ 6.75 D $15.75	$69.80	7.7%	**97**	$4.70	Limo: $5.15 Taxi: $7.40 Dist.: 6 mi. Time: 30 min.	$33.65
Montreal, Quebec	Average $51.00 Range $34.00–$82.00	B $ 4.90 L $ 7.05 D $16.05	$79.00	13.3	**110**	$6.00	Limo: $4.30 Taxi: $16.10 Dist.: 14 mi. Time: 25 min.	$33.70
Ottawa, Ontario	Average $42.50 Range $30.00–$58.00	B $ 4.50 L $ 5.70 D $12.95	$65.65	7.2	**91**	$4.50	Limo: $3.15 Taxi: $11.10 Dist.: 11 mi. Time: 25–50 min.	$32.50
Toronto, Ontario	Average $47.25 Range $28.00–$78.00	B $ 4.45 L $ 7.20 D $15.00	$73.90	12.2	**103**	$5.00	Limo: $4.30 Taxi: $17.40 Dist.: 18 mi. Time: 30 min.	$33.10
Vancouver, British Columbia	Average $48.75 Range $29.00–$80.00	B $ 5.85 L $ 7.05 D $16.00	$77.65	14.9	**108**	$6.10	Limo: $3.50 Taxi: $12.30 Dist.: 11 mi. Time: 60 min.	$35.50
Winnipeg, Manitoba	Average $38.25 Range $22.00–$55.00	B $ 4.45 L $ 6.80 D $16.90	$66.40	11.5	**92**	$5.00	Limo: $2.90 Taxi: $5.00 Dist.: 4 mi. Time: 15 min.	$32.80

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal Costs:** A 12.5% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entree, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1979 to 1980 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-Canadian average (an index of 102, for example, means that the area's total cost is 2% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. **Auto Rental:** Costs are based upon the published nondiscountable daily rates of major companies. Applicable local gas charges for 50 miles have been added.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Source: Sales & Marketing Management survey; American Hotel Assn.: *1980 Hotel & Motel Red Book*; *Official Airline Guide*.

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TABLE II-3

Meal & lodging tax rates by metropolitan market

*U.S. Metro Area**	*Lodging Tax*	*Meal Tax*
Akron	10.0%	4.0%
Albany-Schenectady-Troy	7.0	7.0
Albuquerque	7.0	4.0
Allentown-Bethlehem-Easton	6.0	6.0
Atlanta	7.0	4.0
Baltimore	10.0	5.0
Billings	—	—
Birmingham	7.0	6.0
Boise	8.0	3.0
Boston	5.7	5.0
Bridgeport-Stamford-Norwalk-Danbury	7.0	7.5
Buffalo	9.0	7.0
Canton	5.5	4.0
Charleston	4.0	4.0
Charlotte-Gastonia	4.0	4.0
Chicago	8.1	6.0
Cincinnati	7.5	4.5
Cleveland	9.0	5.5
Columbus	7.0	4.5
Dallas	7.0	5.0
Davenport-Rock Island-Moline	3.0	3.0
Dayton	7.5	5.0
Denver-Boulder	7.5	6.5
Des Moines	8.0	3.0
Detroit	4.0	4.0
Fargo-Moorhead	4.0	3.0
Flint	7.0	4.0
Ft. Worth	6.0	5.0
Grand Rapids	7.0	4.0
Greensboro-Winston-Salem-High Point	4.0	4.0
Greenville-Spartanburg	4.0	4.0
Harrisburg	6.0	6.0
Hartford-New Britain-Bristol	7.0	7.5
Houston	7.0	6.0
Indianapolis	9.0	4.0
Jacksonville	6.0	4.0
Kansas City	7.625	5.125
Las Vegas	6.0	3.5
Little Rock-North Little Rock	5.0	5.0
Los Angeles-Long Beach	6.0	6.0
Louisville	8.0	5.0
Memphis	11.0	6.0
Miami	6.0	4.0
Milwaukee	9.0	4.0
Minneapolis-St. Paul	7.0	4.0
Nashville-Davidson	9.0%	7.0%
New Haven-West Haven-Waterbury-Meriden	7.5	7.5
New Orleans	8.0	6.0
New York (plus $1 surcharge)	8.0	8.0
Newark	5.0	5.0
Norfolk-Virginia Beach-Portsmouth	7.0	7.0
Oklahoma City	6.0	4.0
Omaha	4.5	4.5
Peoria	8.0	7.0
Philadelphia	6.0	6.0
Phoenix	5.0	5.0
Pittsburgh	7.0	6.0
Portland	6.0	—
Providence-Warwick-Pawtucket	8.0	6.0
Reading	6.0	6.0
Richmond	6.0	4.0
Rochester	9.0	7.0
Sacramento	10.0	6.0
St. Louis	7.625	5.625
Salt Lake City-Ogden	8.0	5.0
San Antonio	7.0	5.5
San Diego	8.0	6.0
San Francisco-Oakland	9.75	6.5
San Jose	6.0	6.5
Seattle-Everett	5.4	5.4
Syracuse	9.0	7.0
Tampa-St. Petersburg	6.0	4.0
Toledo	7.5	4.5
Tulsa	7.0	5.0
Washington, DC	8.0	8.0
Wichita	5.0	3.0
Wilmington	6.0	—
Worcester-Fitchburg-Leominster	5.7	5.0
York	6.0	6 0
Youngstown-Warren	7.0	4.5

*Tax rates are for the first city in a given metro area.

Canadian Metro Area	*Lodging Tax*	*Meal Tax*
Calgary	—	—
Montreal	—	10.0%
Ottawa	—	10.0
Toronto	—	10.0
Vancouver	5.0%	—
Winnipeg	5.0	5.0

Source: Sales & Marketing Management survey.

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Compensation

TABLE	TITLE
III-1	**Sales force selling expenses as a percentage of sales in major industries**
III-2	Total selling expenses as a percentage of company sales
III-3	Salespeople's annual compensation
III-4	Compensation for three types of salespeople by industry
III-5	**How salespeople's total compensation is growing**
III-6	How compensation for sales-support personnel is growing
III-7	Manufacturers' representatives' commissions
III-8	Alternative sales compensation and incentive plans
III-9	Daily expenses of field salespeople
III-10	**Starting salaries of trainees with college degrees**
III-11	Starting salaries of college graduates to be hired
III-12	Salary statistics for M.B.A. graduates entering marketing

A helpful subject-matter index to all statistical information appears on page 105.

TABLE III-1

Sales force selling expenses as a percentage of sales in major industries

Industry	Compensation 1980	Compensation 1979	T&E Expenses 1980	T&E Expenses 1979	Total 1980	Total 1979
Consumer goods						
Apparel	N.A.	3.3%	N.A.	N.A.	**N.A.**	3.3%
Durable goods	3.0%	1.1	1.0%	0.8%	**4.1%**	1.9
Ethical pharmaceuticals, surgical supplies & equipment	4.7	3.6	2.1	1.0	**6.8**	4.6
Food	1.3	1.7	0.5	0.8	**1.8**	2.5
Major household items	1.4	2.2	0.4	0.4	**1.8**	2.6
Proprietary drugs & toiletries	3.4	1.8	1.0	0.5	**4.4**	2.3
Industrial goods						
Automative parts & accessories	1.7	2.5	0.7	0.9	**2.4**	3.4
Building materials	1.2	1.2	0.4	0.5	**1.6**	1.7
Chemicals & petroleum	2.1	N.A.	1.0	N.A.	**3.1**	N.A.
Computers, office & educational supplies & equipment	5.1	N.A.	1.9	N.A.	**7.0**	N.A.
Containers, packaging materials, and paper	1.3	N.A.	0.7	N.A.	**2.0**	N.A.
Electrical materials	1.4	2.2	0.5	0.9	**1.9**	3.1
Electronics & instruments	2.4	N.A.	0.6	N.A.	**3.0**	N.A.
Fabricated metals (heavy)	1.7	1.6	0.6	0.5	**2.3**	2.1
Fabricated metals (light)	2.1	1.8	0.9	0.6	**3.0**	2.4
Fabrics & apparel	1.5	N.A.	0.4	N.A.	**1.9**	N.A.
Instruments	N.A.	2.0	N.A.	1.2	**N.A.**	3.2
Iron & steel	1.0	0.8	0.6	0.1	**1.6**	0.9
Machinery (heavy)	2.0	1.9	0.7	0.7	**2.7**	2.6
Machinery (light)	2.9	2.1	0.8	1.0	**3.7**	3.1
Office & educational supplies & equipment	N.A.	11.0	N.A.	1.0	**N.A.**	12.0
Paper	N.A.	1.1	N.A.	0.6	**N.A.**	1.7
Printing & publishing	6.4	6.1	1.3	1.8	**7.7**	7.9
Rubber, plastics & leather	1.2	1.0	0.7	N.A.	**1.9**	1.0
Tools & hardware	2.7	2.3	1.2	0.9	**3.9**	3.2

Note: Includes only salespeople's total compensation plus their expenses, that is, travel, lodging, meals, and entertainment. It should be noted that some of the differences between years reflect changes in the organizations that reported data. Also, percentages in this table are percentages of sales by the sales force.
N.A.—Not available in reporting year.
Source: American Management Assn., *Executive Compensation Service*.

TABLE III-2

Total selling expenses as a percentage of company sales

Industry	1980	1979	Industry	1980	1979
Consumer goods			Fabrics & apparel	**5.1**	N.A.
Apparel	**N.A.**	11.2%	Instruments	**N.A.**	7.3
Durable goods	**5.2%**	5.1	Iron & steel	**1.5**	1.4
Ethical pharmaceuticals, surgical supplies & equipment	**8.4**	13.5	Machinery (heavy)	**3.6**	4.3
Food	**3.2**	5.4	Machinery (light)	**4.2**	5.5
Major household items	**5.2**	2.8	Office & educational supplies & equipment	**N.A.**	10.0
Proprietary drugs and toiletries	**14.9**	16.1	Paper	**N.A.**	2.1
Industrial Goods			Printing & publishing	**10.9**	10.4
Automotive parts & accessories	**3.1**	4.0	Rubber, plastics & leather	**3.2**	1.7
Building materials	**2.1**	2.8	Tools & hardware	**5.5**	5.6
Chemicals & petroleum	**6.5**	N.A.			
Computers, office & educational supplies & equipment	**10.0**	N.A.			
Containers, packaging materials & paper	**2.4**	N.A.			
Electrical materials	**2.0**	5.6			
Electronics and instruments	**4.1**	N.A.			
Fabricated metals (heavy)	**3.1**	3.4			
Fabricated metals (light)	**3.5**	4.0			
Fabrics	**N.A.**	4.0			

Note: Selling expenses cover cost of median compensation of salespeople and sales management, travel, lodging, meals and entertainment, advertising, and promotion. One of the major difficulties encountered in gathering such information is that wide differences exist between companies in the definition of selling expenses and the costs included in such figures. In addition, some of the differences between years reflect changes in the organizations that reported data.
N.A.—Not available in reporting year.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-3

Salespeople's annual compensation

Salesperson Level	Consumer Products 1980	1979	% Change	Industrial Products 1980	1979	% Change
Sales trainee						
Straight salary	**$13,900**	$12,900	+ 7.8%	**$15,257**	$13,650	+11.8%
Salary plus incentive						
Salary	**12,733**	12,167	+ 4.7	**15,367**	12,440	+23.5
Incentive	**1,333**	1,200	+11.1	**2,933**	3,780	−22.4
Total	**14,400**	13,200	+ 9.1	**18,222**	15,700	+16.1
A&B salespeople						
Straight salary	**16,187***	15,300	+ 5.8	**22,954**	19,925	+15.2
Salary plus incentive						
Salary	**17,040**	16,117	+ 5.7	**19,427**	17,474	+11.2
Incentive	**3,220**	3,383	− 4.8	**5,093**	5,148	− 1.1
Total	**21,840**	19,767	+10.5	**24,693**	23,079	+ 7.0
Senior salespeople						
Straight salary	**28,060***	26,750	+ 4.9	**27,682**	25,536	+ 8.4
Salary plus incentive						
Salary	**21,460**	19,950	+ 7.6	**24,160**	21,871	+10.5
Incentive	**4,840**	4,383	+10.4	**6,407**	5,347	+19.8
Total	**27,000**	24,950	+ 8.2	**30,647**	26,112	+17.4
Sales supervisor						
Straight salary	**31,694***	29,900	+ 6.0	**32,400**	28,979	+11.8
Salary plus incentive						
Salary	**27,460**	27,450	+ 0.4	**29,500**	25,316	+16.5
Incentive	**6,080**	4,533	+34.1	**7,857**	7,426	+ 5.8
Total	**33,480**	32,217	+ 3.9	**37,550**	32,953	+14.0

*Estimated.

Note: Some differences between years reflect changes in the organizations that reported data. It should also be noted that in the "salary plus incentive" category, the "total" compensation will not equal the sum of the "salary" and "incentive" components because not all respondents provided information for each of the components.

Source: American Management Assns., *Executive Compensation Service*.

TABLE III-4

Compensation for three types of salespersons by industry

Industry	Level of Compensation: Highest Paid 1979	% Change 1977–79	Typical 1979	% Change 1977–79	Lowest Paid 1979	% Change 1977–79
Nondurable goods						
Food, beverage & tobacco	$40,000	+46%	$25,000	+22%	$18,000	+29%
Textile	37,000	−29	28,000	+17	18,000	− 3
Apparel	35,000	−14	28,000	+19	20,000	+13
Paper	44,000	+13	28,000	+22	20,000	+21
Publishing	42,000	+15	27,000	+15	28,000	+87
Printing	55,000	+22	30,000	+15	18,000	+ 3
Chemicals: Industrials & plastics	56,000	+67	33,000	+35	22,000	+22
Chemicals: Drugs & toiletries	42,000	+17	23,000	+ 5	18,000	+ 9
Rubber	38,000	+ 9	30,000	+25	21,000	+36
Plastics	45,000	+27	27,000	+10	20,000	+11
Durable goods						
Lumber	$53,000	+47%	$30,000	+40%	$16,000	+ 3%
Furniture	40,000	+13	30,000	+13	18,000	+ 6
Stone, clay & glass	40,000	+23	25,000	+16	19,000	+19
Primary metals: Iron & steel	46,000	+35	31,000	+24	24,000	+37
Primary metals: Nonferrous	46,000	+56	29,000	+42	22,000	+29
Fabricated structural metals	38,000	+52	25,000	+19	20,000	+38
Fabricated metals, other	35,000	N.A.	28,000	N.A.	18,000	N.A.
General machinery	40,000	+19	29,000	+26	20,000	+11
Metalworking machinery	42,000	+20	26,000	+ 8	22,000	+26
Special industry machinery	42,000	N.A.	29,000	+14	23,000	N.A.
Electrical machinery	40,000	+10	28,000	+ 8	20,000	+11
Electronic equipment	40,000	+11	30,000	+22	22,000	+26
Transportation equipment	40,000	+13	27,000	− 4	21,000	+24
Instruments & photographic	42,000	+20	28,000	+10	22,000	+33

N.A.—Not available.

Source: Research Institute of America, *Sales Compensation '80*.

Definitions

Field sales personnel

Sales trainee: Anyone who is learning about the company's products, services, and policies, as well as proven sales techniques, in preparation for a sales assignment.

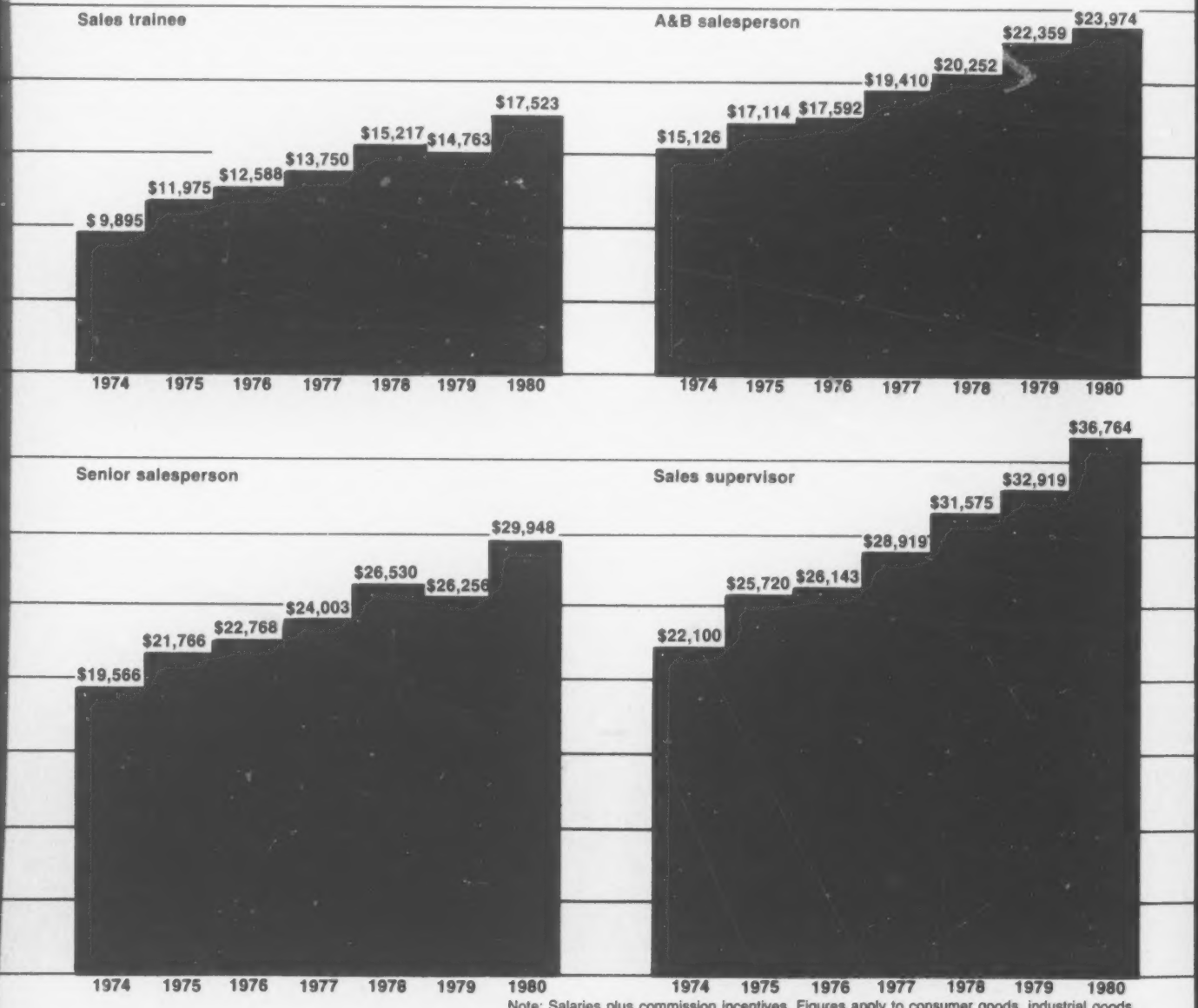
Salesperson Grade A: A "regular" salesperson who has little or no selling experience except that which has been acquired in the company's sales training program. He contacts established and prospective customers to develop interest in the company's products and to sell them.

Salesperson Grade B: A salesperson who has broad knowledge of the company's products and services and sells in a specifically assigned territory. He maintains contact with established customers and develops new prospects.

Senior salesperson: A salesperson at the highest level of selling responsibility. He is completely familiar with the company's products, services, and policies; he usually has years of experience and is assigned to major accounts and territories.

TABLE III–5

How salespeople's total compensation is growing



Note: Salaries plus commission incentives. Figures apply to consumer goods, industrial goods, and "other," that is, insurance, services, transportation, and utilities.
Source: American Management Assns., *Executive Compensation Service*.

Sales supervisor: A veteran salesperson who, because of his abilities and experience, leads others. Although his primary function is to direct the activities of and train salespeople and sales trainees, he may also sell to selected key accounts.

Sales-support personnel

Level I: This individual performs assigned tasks, using established procedures that require little evaluation. Generally reports to a supervisor

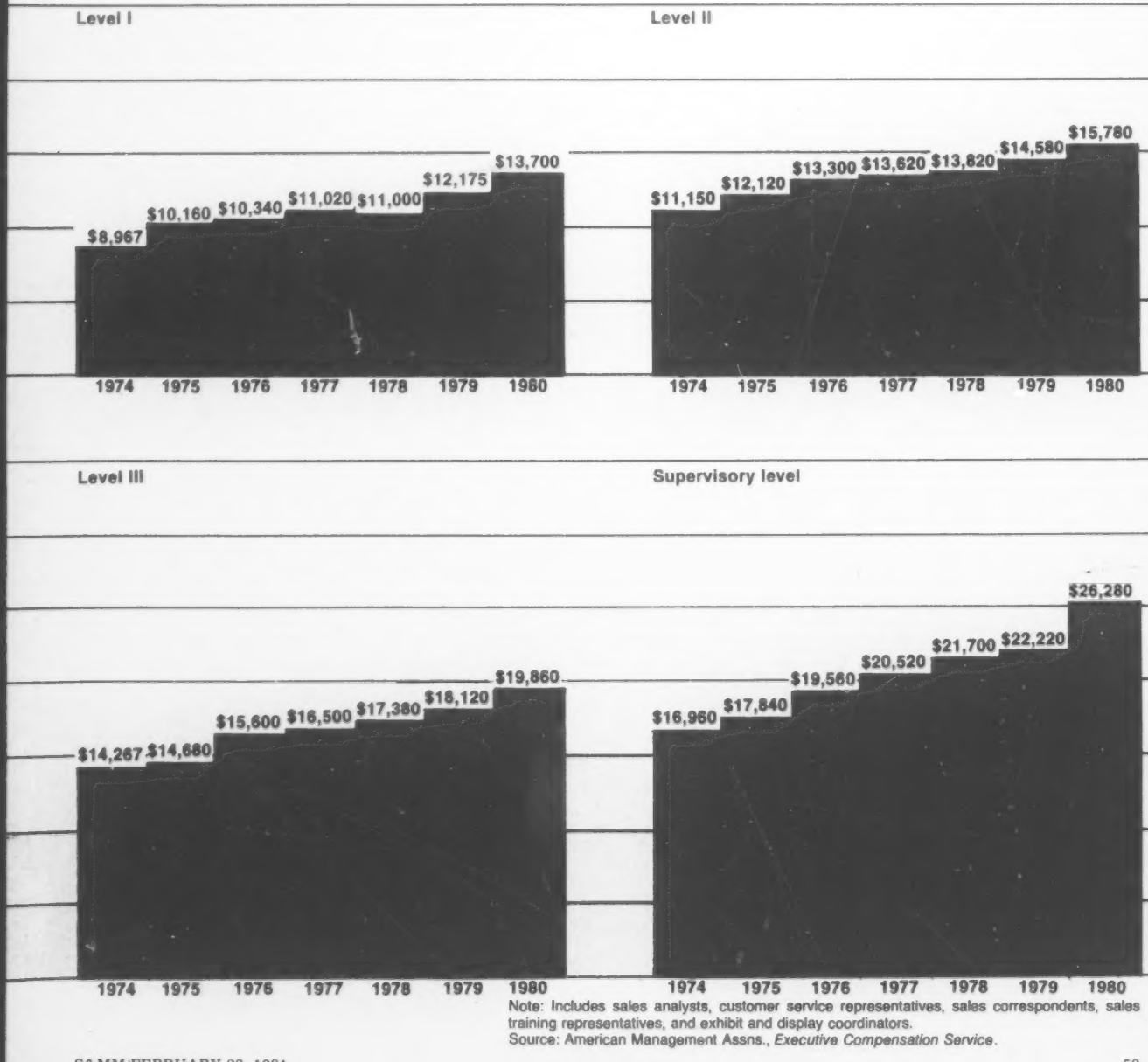
Level II: An intermediate-level worker who performs tasks involving limited responsibilities and standard procedures. Some originality and evaluation is required.

Level III: The highest nonsupervisory worker, expected to exercise considerable originality and make evaluations. On occasion, this person assists in training and supervising trainees and Level I employees.

Supervisor: This individual's primary job is to direct others in the accomplishment of assigned work. He also consults with superiors on more complex phases of assigned work.

TABLE III–6

How compensation for sales-support personnel is growing



Note: Includes sales analysts, customer service representatives, sales correspondents, sales training representatives, and exhibit and display coordinators.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-7
Manufacturers' representatives' commissions

SIC	Industry	% Using	Median Rate	Reps' Median Compensation
Nondurable goods				
20, 21	Food, beverage & tobacco	48%	4.0%	$40,000
22	Textile mills	70	6.0	17,000
23	Apparel	81	6.0	35,000
26	Paper	33	5.0	16,000
271	Publishing	38	20.0	26,000
275	Printing	28	10.0	15,000
281	Chemicals: Industrial & plastics	48	7.5	11,000
283	Chemicals: Drugs & toiletries	44	7.0	26,000
301	Rubber	71	5.0	19,000
307	Plastics	62	5.0	15,000
Durable goods				
24	Lumber	53	5.0	12,000
25	Furniture	78	7.0	30,000
331	Primary metals: Iron & steel	59	5.0	20,000
333	Primary metals: Nonferrous	52	5.0	24,000
344	Fabricated structural metals	48	5.0	8,000
347	Fabricated metals, other	74	5.1	21,000
351	General industrial machinery	75	10.0	22,000
354	Metalworking machinery	73	10.0	28,000
355	Special industry machinery	65	10.0	20,000
361	Electrical machinery	76	6.0	19,000
365	Electronic equipment	78	8.0	20,000
37	Transportation equipment	48	5.0	25,000
38	Instruments & photographic	58	11.5	20,000

S.I.C.—Standard Industrial Classification number.
Source: Research Institute of America, *Sales Compensation '80.*

Naples Daily News

NAPLES, FLORIDA

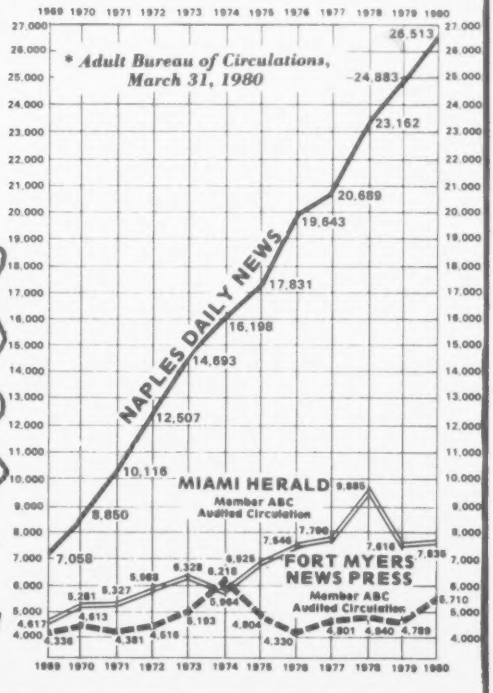
100.12% Sunday*

87.27%* Daily

City Zone Coverage

Circulation Comparison Collier County, Florida*

1980 PAID CIRCULATION COLLIER COUNTY



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1075 Central Avenue, Naples, FL 33940

TABLE III-8

Alternative sales compensation and incentive plans

Method	All Industries 1980	All Industries 1979	Consumer Products 1980	Industrial Products 1980	Other Commerce/Industry 1980
	Percent of Companies Using Plans				
Straight salary	**20.4%**	21.4%	15.3%	19.7%	31.8%
Draw against commission	**7.2**	6.3	8.2	7.2	6.1
Salary plus commission	**28.6**	27.8	17.3	32.2	24.3
Salary plus individual bonus	**27.9**	29.3	35.7	26.9	22.7
Salary plus group bonus	**5.6**	4.8	9.2	5.1	3.0
Salary plus commission plus individual or group bonus	**10.3**	10.4	14.3	8.9	12.1
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Note: Some year-to-year differences reflect changes in the organizations reporting data.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-9

Daily expenses of field salespeople

Cost Per Day Per Salesperson*	Consumer Products 1980	Consumer Products 1979	Industrial Products 1980	Industrial Products 1979	Other Commerce/Industry 1980	Other Commerce/Industry 1979
	Percent Of Companies					
Under $10	—	—	**0.5%**	2.2%	**2.9%**	5.6%
$10–$19	**6.0%**	**9.1%**	**2.3**	5.8	**11.8**	8.3
$20–$29	**22.0**	31.8	**4.5**	7.2	**11.8**	11.1
$30–$39	**16.0**	9.1	**9.9**	17.9	**5.9**	8.3
$40–$49	**18.0**	9.1	**15.4**	12.6	**14.7**	16.7
$50–$59	**12.0**	11.4	**15.4**	14.3	**2.9**	13.9
$60–$69	**4.0**	9.1	**11.3**	10.8	**8.8**	8.3
$70–$79	**6.0**		**9.9**		**8.8**	
$80–$89	**4.0**	20.4	**9.0**	29.2	**3.0**	27.8
$90 and over	**12.0**		**21.8**		**29.4**	
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

*Includes food, lodging, travel, entertainment, and auto expenses.
Note: Some year-to-year differences reflect changes in the organizations reporting data.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-10

Starting salaries of trainees with college degrees

Bachelor's Degree

Functional Area	Average Annual Salary 1980	Average Annual Salary 1979	% Gain 1979–80
Marketing: Consumer goods & services	$14,340	$13,044	9.9%
Marketing: Industrial goods & services	16,920	15,168	11.6%

M.B.A. Candidates

Type of Degree	Average Annual Salary 1980	Average Annual Salary 1979	% Gain 1979–80
Business administration, industrial management, or commerce			
With nontechnical undergraduate degree	$21,540	$19,332	11.4%
With technical undergraduate degree	23,652	20,976	12.8%

Note: Applies to candidates with one year or less of full-time, nonmilitary employment. Data are based on offers, not acceptances.
Source: College Placement Council, *A Study of 1979–80 Beginning Offers, Final Report, July 1980*; copyright 1980.

TABLE III-11

Starting salaries of college graduates to be hired

Field	Class Of 1981	Class Of 1980*	% Gain 1980–81
Bachelor's Degree			
Sales–marketing	$17,220	$15,936	8.1%
Business administration	16,200	14,100	14.9
M.B.A. Degree			
With technical B.S.	$26,424	$22,632	16.8
With nontechnical B.A.	22,680	21,672	4.7

Note: Salaries are what companies offered, not what they actually paid.
*Actual starting salaries paid to graduates last year, Northwestern Univ. says, were $16,764 for sales–marketing graduates, $15,300 for business administration, $23,964 for M.B.A. with technical B.S., and $20,880 for M.B.A. with nontechnical B.A.
Source: Northwestern Univ. Placement Center, *The Endicott Report 1981*; copyright 1980.

TABLE III-12

Salary statistics for M.B.A. graduates entering marketing

Background	Class Of 1980	Class Of 1979	% Gain 1979–80
Technical			
Median salary	$28,800	$27,550	4.5%
Range	26,000–48,000	18,000–36,000	N.A.
Nontechnical			
Median salary	$30,500	$25,350	20.3%
Range	18,000–37,000	18,000–40,020	N.A.

N.A.—Not applicable.
Source: Stanford University Graduate School of Business.

Sales meetings and sales training

TABLE TITLE

IV-1 **Average cost of sales training per salesperson**

IV-2 Length of training period for new salespeople

IV-3 Sites most frequently used for sales training

Step-by-step sequence in preparing a sales meeting budget

IV-4 Sales meeting costs in major metropolitan markets

IV-5 Conference centers: Learning away from it all

IV-6 Selected resort hotels: Combining learning with luxury

IV-7 Selected airport hotels

IV-8 Selected budget motel chains

A helpful subject-matter index to all statistical information appears on page 105.

TABLE IV-1

Average cost of sales training per salesperson

	Training Cost* Including Salary		% Increase	Median Training Period (Weeks)	
Type Of Company	**1980**	1979	1979–80	1980	1979
Industrial products	**$20,093**	$19,025	5.6%	26	26
Consumer products	**13,625**	13,173	3.4	19	16
Services**	**12,772**	9,918	28.8	12	9

*In addition to salary, covers such items as instructional materials prepared, purchased, and rented for training program; transportation and living expenses incurred during training course; instructional staff; outside seminars and courses; and management time spent with salesperson when it is a part of the training budget.
**Includes insurance, financial, utilities, transportation, retail stores, etc.
Source: Sales & Marketing Management survey.

TABLE IV-2

Length of training period for new salespeople

	Type Of Company					
	Industrial Products		Consumer Products		Services*	
Time Period	1980	1979	1980	1979	1980	1979
0 to 6 wk.	13%	14%	21%	27%	23%	31%
Over 6 wk. to 3 mo.	11	7	29	24	39	33
Over 3 mo. to 6 mo.	31	30	40	39	21	25
Over 6 mo. to 12 mo.	45	49	9	7	17	9
Over 12 mo.	0	0	1	3	6	2
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Median Training Period (wk.)	**26**	**26**	**19**	**16**	**12**	**9**

*Includes insurance, financial, utilities, transportation, retail stores, etc.
Source: Sales & Marketing Management survey.

TABLE IV-3

Sites most frequently used for sales training

	% Of Companies Conducting Training At This Location			Median Length Of Training Time At This Location		
Location	Industrial Products	Consumer Products	Services*	Industrial Products	Consumer Products	Services*
Home office	81%	76%	94%	3 wk.	3 wk.	4 wk.
Field office	72	59	79	21 wk.	13 wk.	3 wk.
Regional office	55	36	53	4 wk.	6 wk.	2 wk.
Plant locations	48	0	0	5 wk.	0	0
Central training facility (away from home office)	11	7	18	3 wk.	1 wk.	2 wk.
Noncompany site (hotel, restaurant, club)	6	0	25	1 wk.	0	1 wk.

*Includes insurance, financial, utilities, transportation, retail stores, etc.
Note: Length of time should not necessarily be considered cumulative because not all training programs include all locations.
Source: Sales & Marketing Management survey.

Step-by-step sequence in preparing a sales meeting budget

Hotel costs	1. City (Houston)	2. No. Of Meeting Participants	3. No. Of Times Cost Is Incurred	4. Cost Per Person	11. Total Cost Per Meeting
5. Lodging	$56.00	27	51	$59.92	$3,056
6. Meals					
B	8.05	27	54	8.05	435
L	10.95	27	54	10.95	591
D	15.75	32	32	15.75	504
7. Coffee breaks	3.05	27	81	3.05	247
8. Cocktail party	21.80	32	32	10.90	349
9. Meeting room					—
10. Hospitality-suite rental					—
12. Subtotal (hotel costs)					$5,182
Supplementary costs					
13. Audiovisual rental					—
14. Meals away from hotel					$ 360
15. Transportation from airport to meeting site					$ 514
16. Automobile rental					—
17. Transportation to and from meeting					$2,700
18. Entertainment, printed materials, handouts, etc.					$ 600
19. Subtotal (supplementary costs)					$4,174
20. Grand total					$9,356
21. Number of participants					27
22. Average cost per participant					$346.52

Using information from S&MM's *Survey of Selling Costs*, a marketer can get a more reliable fix on the costs of a sales meeting. In the hypothetical example used here, a two-day divisional meeting is planned for Houston. Of the 27 people who will attend, 24 will arrive from out of town the evening before the meeting starts.

Hotel costs

1. According to Table IV-4: Sales Meeting Costs (page 71), median group lodging rates range from $40 to $75 for a single room. For budget purposes, the sales manager plans to use a hotel that charges no more than $56 daily (Column 1, Line 5).
2. He enters the number of meeting participants who will attend each function in items 5 through 8.
3. The 24 people arriving the night before will need lodging for two nights, the other 3 only one night, so the number of times the lodging cost is incurred comes to 51 (Column 3, Line 5).
4. Table II-3: Meal and Lodging Tax Rates (page 53) indicates that Houston has a 7% room tax, which brings the cost per person to $59.92.
5. Multiplying this figure by the figure in column 3 results in a total lodging cost of $3,056 (Column 11, Line 5).
6. Referring again to Table IV-4, he enters the cost of group meals in Column 1, Line 6: Breakfast, $8.05; Lunch, $10.95, and Dinner, $15.75. The two-day meeting will require two breakfasts and two lunches so the number of times those individual costs are incurred comes to 54. Multiplying that figure by each meal cost results in a total breakfast cost of $435 and a total lunch cost of $591. A reception and dinner will be held in the hotel at the end of the first day, and 5 people from top management will attend as guest speakers, bringing the number of attendees to 32. Multiplying that number by the meal cost results in a total dinner cost of $504.
7. The meeting will end early the afternoon of the second day so only three coffee breaks are planned (Column 3, Line 7).
8. Although the median rate for a 2-hour reception is $21.80 (as indicated in Table IV-4), the sales manager plans only a 1-hr. function and cuts the cost in half to $10.90 (Column 4, Line 8).
9. Because he has reserved sleeping rooms and will have sizable meal functions, the sales manager knows that the hotel will waive meeting room charges.
10. The same applies to hospitality-suite rental.
11. The total cost for each function is derived by multiplying the cost of each function by the number of times the cost will be incurred (Column 11).
12. Adding the functional costs in Column 11 results in a total hotel cost of $5,182.

Supplementary costs

13. The sales manager has no audiovisual rental cost because he does not need anything other than the overhead projector and screen normally furnished by hotels (Line 13).
14. Dinner costs will have to be allowed for the 24 attendees arriving on the night before the meeting. Table II-1: Metro Sales Costs (page 40) shows that a dinner in Houston costs about $14.20. Table II-3 shows that Houston adds a 6% tax to meals, which brings the cost per person to $15. Multiplying this figure by 24 results in a $360 cost for meals away from the hotel (Line 14).
15. The taxi fare from airport to downtown, also found in Table II-1, indicates that the total cost for this item will come to $514 (Line 15).
16. The attendees will spend all their time at the meeting, hence there will be no need for auto rentals (Line 16).
17. The traffic department tells the sales manager that air coach fares for flying the 24 out-of-towners to Houston will aggregate $2,700 (Line 17).
18. The cost for transparencies, printed workshop materials, and the like is budgeted at $600 (Line 18).
19. Adding up the various supplementary items results in a subtotal of $4,174 (Line 19).
20. Combining hotel and supplementary costs provides a grand total of $9,356 (Line 20).
21. The number of participants is 27.
22. Dividing grand total costs by 27 results in an average cost per participant of $346.52 (Line 22). If this same procedure is followed for calculating the per-participant cost of other candidate cities, the sales manager will learn which location is a more economical choice.

TABLE IV-4

Sales meetings costs

City	Lodging (Group Rates) Daily Room Rates Single	Lodging (Group Rates) Daily Room Rates Double	Food And Beverage (Group Rates) Meals (Per Person)	Food And Beverage (Group Rates) Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality Suite Rental	Hospitality Functions 2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Atlanta, GA	*Low:* Median $46.50 Range $38.00–$65.00 *High:* Median $62.50 Range $42.00–$72.00	*Low:* Median $56.00 Range $48.00–$75.00 *High:* Median $74.00 Range $52.00–$85.00	B—Median $6.45 Range $4.45–$11.30 L—Median $10.50 Range $5.35–$15.50 D—Median $15.20 Range $9.45–$35.70	Median $2.50 Range $1.45–$2.75	Median $150.00 Range $125.00–$315.00	Median $17.25 Range $10.00–$18.45	For 25: $ 62.50 For 50: 90.00 For 75: 200.00 For 100: 212.50
Boston, MA	*Low:* Median $69.00 Range $55.00–$76.00 *High:* Median $83.00 Range $69.00–$96.00	*Low:* Median $79.00 Range $67.00–$88.00 *High:* Median $96.00 Range $79.00–$102.00	B—Median $8.25 Range $7.40–$9.50 L—Median $12.45 Range $10.00–$18.45 D—Median $16.50 Range $13.25–$27.05	Median $2.65 Range $2.30–$3.40	Median $225.00 Range $150.00–$350.00	Median $18.45 Range $12.70–$29.50	For 25: $100.00 For 50: 150.00 For 75: 212.50 For 100: 300.00
Chicago, IL	*Low:* Median $50.50 Range $39.00–$65.00 *High:* Median $60.00 Range $52.00–$90.00	*Low:* Median $60.00 Range $48.00–$79.00 *High:* Median $69.00 Range $60.00–$100.00	B—Median $7.30 Range $4.60–$9.15 L—Median $12.35 Range $5.80–$15.25 D—Median $19.55 Range $11.00–$24.50	Median $3.05 Range $2.65–$3.30	Median $135.00 Range $75.00–$450.00	Median $16.50 Range $15.55–$24.50	For 25: $ 71.25 For 50: 140.00 For 75: 160.00 For 100: 205.00
Cleveland, OH	*Low:* Median $47.00 Range $35.00–$52.00 *High:* Median $53.00 Range $45.00–$66.00	*Low:* Median $58.00 Range $45.00–$62.00 *High:* Median $58.00 Range $55.00–$76.00	B—Median $6.50 Range $2.75–$10.80 L—Median $10.00 Range $5.95–$16.80 D—Median $13.75 Range $10.30–$30.00	Median $2.15 Range $1.80–$3.05	Median $123.00 Range $45.00–$275.00	Median $15.30 Range $11.00–$22.25	For 25: $ 72.50 For 50: 112.50 For 75: 137.50 For 100: 150.00
Dallas, TX	*Low:* Median $47.00 Range $38.00–$80.00 *High:* Median $62.00 Range $42.00–$105.00	*Low:* Median $60.00 Range $43.00–$100.00 *High:* Median $72.00 Range $46.00–$125.00	B—Median $7.10 Range $4.80–$13.15 L—Median $10.75 Range $6.30–$14.40 D—Median $16.50 Range $8.25–$30.00	Median $2.75 Range $1.80–$3.60	Median $150.00 Range $100.00–$250.00	Median $19.80 Range $12.00–$28.00	For 25: $ 75.00 For 50: 82.50 For 75: 130.00 For 100: 150.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4

Sales meetings costs

City	Lodging (Group Rates) Daily Room Rates Single	Lodging (Group Rates) Daily Room Rates Double	Food And Beverage (Group Rates) Meals (Per Person)	Food And Beverage (Group Rates) Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality Suite Rental	Hospitality Functions 2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Detroit, MI	*Low:* Median $51.50 Range $46.00–$59.00 *High:* Median $61.00 Range $50.00–$67.00	*Low:* Median $62.50 Range $56.00–$74.00 *High:* Median $69.50 Range $59.00–$79.00	B—Median $6.35 Range $4.75–$11.60 L—Median $9.85 Range $6.00–$19.65 D—Median $13.80 Range $8.40–$24.20	Median $2.60 Range $2.50–$3.00	Median $150.00 Range $75.00–$300.00	Median $16.15 Range $12.80–$21.70	For 25: $ 62.50 For 50: 75.00 For 75: 100.00 For 100: 150.00
Houston, TX	*Low:* Median $46.00 Range $40.00–$75.00 *High:* Median $56.00 Range $55.00–$90.00	*Low:* Median $56.00 Range $50.00–$95.00 *High:* Median $66.00 Range $65.00–$110.00	B—Median $8.05 Range $6.40–$12.70 L—Median $10.95 Range $8.75–$14.50 D—Median $15.75 Range $12.05–$30.50	Median $3.05 Range $1.75–$3.65	Median $190.00 Range $140.00–$400.00	Median $21.80 Range $19.95–$27.25	For 25: $ 87.50 For 50: 187.50 For 75: 225.00 For 100: 300.00
Indianapolis, IN	*Low:* Median $34.50 Range $28.00–$46.00 *High:* Median $43.00 Range $33.00–$52.00	*Low:* Median $40.00 Range $34.00–$53.00 *High:* Median $50.00 Range $39.00–$59.00	B—Median $6.25 Range $4.10–$7.75 L—Median $7.15 Range $5.95–$11.90 D—Median $12.45 Range $8.35–$19.65	Median $2.10 Range $1.75–$2.70	Median $75.00 Range $35.00–$150.00	Median $14.30 Range $11.90–$18.15	For 25: $ 50.00 For 50: 75.00 For 75: 125.00 For 100: 150.00
Los Angeles, CA	*Low:* Median $52.00 Range $36.00–$62.00 *High:* Median $62.00 Range $42.00–$92.00	*Low:* Median $64.00 Range $40.00–$78.00 *High:* Median $78.00 Range $46.00–$108.00	B—Median $7.25 Range $4.85–$10.30 L—Median $10.50 Range $6.65–$16.35 D—Median $14.50 Range $8.45–$33.90	Median $3.00 Range $1.45–$4.65	Median $150.00 Range $85.00–$750.00	Median $18.15 Range $12.10–$45.40	For 25: $ 75.00 For 50: 112.50 For 75: 150.00 For 100: 250.00
Miami, FL	IN SEASON *Low:* Median $77.50 Range $57.00–$130.00 *High:* Median $90.00 Range $65.00–$130.00	IN SEASON *Low:* Median $85.00 Range $67.00–$130.00 *High:* Median $102.00 Range $75.00–$175.00	YEAR-ROUND B—Median $7.30 Range $5.80–$12.10 L—Median $9.90 Range $5.05–$16.95 D—Median $16.90 Range $14.50–$30.25	Median $2.40 Range $1.95–$3.95	YEAR-ROUND Median $165.00 Range $60.00–$295.00	YEAR-ROUND Median $20.35 Range $14.50–$32.65	YEAR-ROUND For 25: $100.00 For 50: 162.50 For 75: 162.50 For 100: 200.00

OFF SEASON

Single		Double	
Low:	*High:*	*Low:*	*High:*
Median	Median	Median	Median
$57.00	$62.00	$60.00	$75.00
Range	Range	Range	Range
$45.00–$62.00	$50.00–$75.00	$50.00–$75.00	$55.00–$85.00

TABLE IV-4

Sales meetings costs

City	Lodging (Group Rates) Daily Room Rates Single	Lodging (Group Rates) Daily Room Rates Double	Food And Beverage (Group Rates) Meals (Per Person)	Food And Beverage (Group Rates) Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality Suite Rental	Hospitality Functions 2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Milwaukee, WI	*Low:* Median $41.00 Range $29.00–$45.00 *High:* Median $48.50 Range $35.00–$60.00	*Low:* Median $52.00 Range $32.00–$61.00 *High:* Median $58.00 Range $37.00–$72.00	B—Median $5.30 Range $3.90–$6.85 L—Median $7.85 Range $5.35–$11.60 D—Median $12.20 Range $7.15–$15.50	Median $2.45 Range $2.15–$3.00	Median $115.00 Range $50.00–$250.00	Median $17.10 Range $13.10–$18.15	For 25: $ 45.00 For 50: 85.00 For 75: 200.00 For 100: 225.00
Minneapolis, MN	*Low:* Median $41.00 Range $38.00–$57.00 *High:* Median $51.00 Range $48.00–$65.00	*Low:* Median $48.00 Range $38.00–$67.00 *High:* Median $58.50 Range $52.00–$75.00	B—Median $5.35 Range $3.25–$10.40 L—Median $7.75 Range $5.25–$13.70 D—Median $12.50 Range $8.35–$22.50	Median $2.45 Range $1.65–$3.30	Median $107.50 Range $70.00–$355.00	Median $14.65 Range $10.70–$26.80	For 25: $ 70.00 For 50: 100.00 For 75: 100.00 For 100: 165.00
New Orleans, LA	*Low:* Median $52.50 Range $45.00–$60.00 *High:* Median $71.00 Range $56.00–$90.00	*Low:* Median $55.00 Range $48.00–$80.00 *High:* Median $85.00 Range $68.00–$110.00	B—Median $6.75 Range $5.45–$10.70 L—Median $11.25 Range $8.50–$16.60 D—Median $19.35 Range $12.10–$30.75	Median $3.20 Range $2.45–$3.65	Median $150.00 Range $90.00–$500.00	Median $18.45 Range $11.80–$27.25	For 25: $ 55.00 For 50: 100.00 For 75: 100.00 For 100: 150.00
New York, NY	*Low:* Median $60.50 Range $55.00–$67.00 *High:* Median $71.00 Range $60.00–$95.00	*Low:* Median $73.50 Range $55.00–$84.00 *High:* Median $86.00 Range $69.00–$103.00	B—Median $7.95 Range $5.00–$13.70 L—Median $16.25 Range $13.70–$18.75 D—Median $23.60 Range $18.75–$34.40	Median $3.05 Range $2.00–$4.05	Median $200.00 Range $100.00–$250.00	Median $22.05 Range $12.50–$36.15	For 25: $100.00 For 50: 162.50 For 75: 270.00 For 100: 325.00
Philadelphia, PA	*Low:* Median $48.00 Range $29.00–$62.00 *High:* Median $54.00 Range $29.00–$68.00	*Low:* Median $56.00 Range $34.00–$70.00 *High:* Median $62.00 Range $34.00–$76.00	B—Median $7.40 Range $6.80–$11.70 L—Median $10.50 Range $7.40–$17.30 D—Median $19.20 Range $11.80–$24.35	Median $3.25 Range $2.15–$4.35	Median $125.00 Range $115.00–$200.00	Median $16.75 Range $12.10–$21.40	For 25: $ 72.50 For 50: 125.00 For 75: 125.00 For 100: 200.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4

Sales meetings costs

City	Lodging (Group Rates) Daily Room Rates Single	Lodging (Group Rates) Daily Room Rates Double	Food And Beverage (Group Rates) Meals (Per Person)	Food And Beverage (Group Rates) Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality Suite Rental	Hospitality Functions 2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Pittsburgh, PA	*Low:* Median $45.50 Range $34.00–$60.00 *High:* Median $58.00 Range $39.00–$70.00	*Low:* Median $54.00 Range $42.00–$72.00 *High:* Median $65.00 Range $46.00–$80.00	B—Median $7.85 Range $4.80–$10.90 L—Median $11.00 Range $6.35–$16.35 D—Median $16.35 Range $13.25–$23.30	Median $2.40 Range $1.65–$3.20	Median $75.00 Range $35.00–$125.00	Median $17.25 Range $12.80–$27.25	For 25: $ 55.00 For 50: 100.00 For 75: 125.00 For 100: 150.00
St. Louis, MO	*Low:* Median $52.00 Range $35.00–$58.00 *High:* Median $62.00 Range $38.00–$66.00	*Low:* Median $59.00 Range $41.00–$68.00 *High:* Median $69.00 Range $44.00–$76.00	B—Median $7.20 Range $5.45–$9.50 L—Median $10.25 Range $6.05–$13.10 D—Median $15.30 Range $10.80–$22.10	Median $1.80 Range $1.60–$2.50	Median $150.00 Range $75.00–$350.00	Median $17.90 Range $12.60–$20.70	For 25: $ 75.00 For 50: 125.00 For 75: 175.00 For 100: 200.00
San Diego, CA	*Low:* Median $42.00 Range $35.00–$50.00 *High:* Median $63.00 Range $36.00–$66.00	*Low:* Median $50.00 Range $40.00–$65.00 *High:* Median $70.00 Range $42.00–$81.00	B—Median $7.25 Range $4.85–$11.50 L—Median $10.80 Range $7.20–$18.10 D—Median $16.35 Range $9.70–$31.45	Median $2.50 Range $2.35–$3.75	Median $150.00 Range $95.00–$237.00	Median $18.70 Range $10.90–$27.25	For 25: $ [illegible].00 For 50: 10[illegible].00 For 75: 125.00 For 100: 200.00
San Francisco, CA	*Low:* Median $61.00 Range $48.00–$85.00 *High:* Median $68.00 Range $59.00–$125.00	*Low:* Median $71.00 Range $59.00–$150.00 *High:* Median $74.00 Range $69.00–$145.00	B—Median $7.90 Range $7.00–$10.30 L—Median $11.55 Range $7.90–$16.40 D—Median $20.65 Range $11.30–$31.60	Median $3.05 Range $1.50–$4.75	Median $207.50 Range $65.00–$350.00	Median $24.30 Range $14.50–$32.80	For 25: $ 95.00 For 50: 125.00 For 75: 175.00 For 100: 250.00
Washington, DC	*Low:* Median $65.00 Range $55.00–$85.00 *High:* Median $78.00 Range $63.00–$110.00	*Low:* Median $75.00 Range $65.00–$95.00 *High:* Median $93.00 Range $73.00–$125.00	B—Median $9.60 Range $6.00–$12.40 L—Median $14.25 Range $11.80–$18.60 D—Median $22.30 Range $15.50–$37.20	Median $3.65 Range $3.00–$5.25	Median $225.00 Range $150.00–$400.00	Median $20.45 Range $14.40–$29.75	For 25: $ 75.00 For 50: 125.00 For 75: 165.00 For 100: 225.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

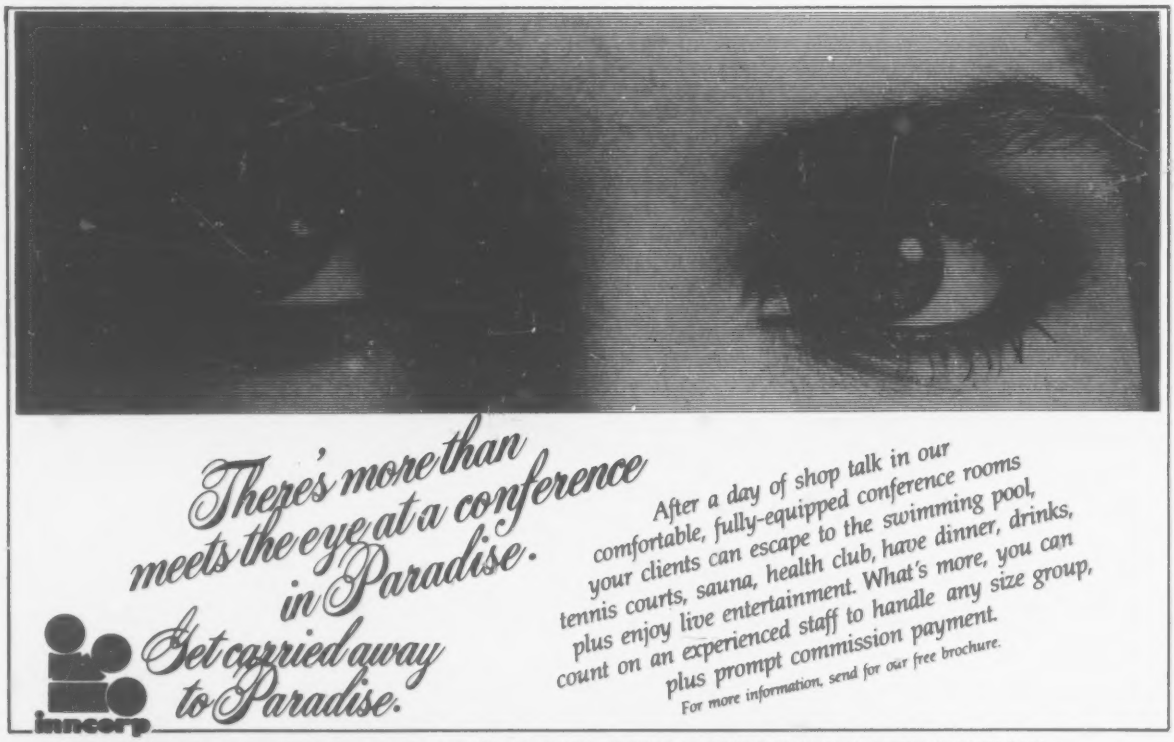
TABLE IV-5

Conference centers: Learning away from it all

Facilities & Rates	**Colonial Williamsburg** *Williamsburg, VA*	**Dodgertown* Conference Ctr.** *Vero Beach, FL*	**Dunfey Hyannis Resort and Conference Ctr.** *Hyannis, MA*	**Harrison Conference Ctr.** *Glen Cove, NY*	**Harrison Conference Ctr.** *Lake Bluff, IL*
Sleeping rooms	600	90	244	133	84
Capacity	800	180	448	224	167
Meeting rooms	26	11	11	20	12
Rate/person/day (double occupancy)	$29–$90	$90–$95	$40	$110	$89
Nearest major airport	Newport News, VA	Melbourne, FL	Logan Int'l, Boston	Kennedy, La Guardia	O'Hare
Driving time from center to airport	20 min.	45 min.	2 hours	45 min.	30 min.
Recreation	9- and 18-hole golf courses, swimming pool (outdoor), 8 tennis courts, tours of Williamsburg	9- and 18-hole golf courses, 2 swimming pools, 4 tennis courts, game room, jogging trails, health club, charter deep-sea-fishing, baseball and athletic fields, basketball and volleyball courts	18-hole par 3 golf course, 2 swimming pools (indoor and outdoor), 2 tennis courts, health spa	Access to 18-hole golf course, 2 swimming pools (outdoor), 2 tennis courts, sauna, bowling/game room, billiards, jogging trail, pitch 'n putt golf course	Access to 18-hole golf course, driving range, heated swimming pool (outdoor), 2 tennis courts, health club, sauna, game room with billiards

*A Harrison Conference Center.

Source: Sales & Marketing Management survey.



Sheraton-Rolling Green Inn & Conference Center I-93 AT LOWELL STREET, ANDOVER, MASSACHUSETTS 617/475-5400
Sheraton Inn & Conference Center RT. 111 AT I-495, BOXBOROUGH, MASSACHUSETTS 01719 617/263-8701
Sheraton Mansfield Inn & Conference Center RT. 140 AT I-95, MANSFIELD, MASSACHUSETTS 02048 617/339-9571
Sheraton-Lincoln RT. I-290, AT EXIT 20, WORCESTER, MASSACHUSETTS 01605 617/852-4000
Rodeway Inn 296 BURNETT ROAD, CHICOPEE, MASSACHUSETTS 01020 413/592-7751

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TABLE IV-5

Conference centers: Learning away from it all

Facilities & Rates	**Hilton Inn at Inverrary** *Ft. Lauderdale, FL*	**Holiday Inn Executive Conference Ctr.** *Memphis, TN*	**The Houstonian** *Houston, TX*	**National Conference Ctr.** *East Windsor, NJ*	**Woodlands Inn & Country Club** *Woodlands, TX*
Sleeping rooms	207	175	300	200	268
Capacity	400	250	600	350	450
Meeting rooms	12	16	30	32	20
Rate/person/day (double occupancy)	$90	$59	$115	$94	$88
Nearest major airport	Ft. Lauderdale	Memphis International	Houston Intercontinental	Newark	Houston Intercontinental
Driving time from center to airport	20 min.	25 min.	30 min.	40 min.	20 min.
Recreation	Access to three 18-hole golf courses, swimming pool, 30 tennis courts (some lighted), health club, game room	18-hole golf course, swimming pool (outdoor), 2 tennis courts, lounge, game & exercise rooms, fishing, bicycling, hiking & jogging paths/ trails	Access to three 18-hole golf courses, 2 heated swimming pools (outdoor), 5 tennis courts, health club, 8 racquetball courts, jogging trail, basketball courts	Access to five 18-hole golf courses, swimming pool (outdoor), 3 tennis courts (indoor), sauna and weight room, volleyball court, 2 game rooms, deep-sea fishing, jogging	2 PGA golf courses, 24 tennis courts, courses, equestrian center, health club, ice rink, aquatic center, game room

Source: Sales & Marketing Management survey.

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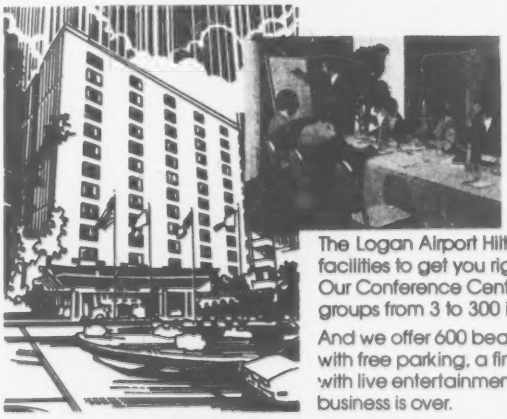

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TABLE IV-6

Selected resort hotels: Combining learning with luxury

Facilities & Rates	**Boca Raton Hotel & Club** *Boca Raton, FL*	**Callaway Gardens** *Pine Mountain, GA*	**Grossinger's Hotel** *Liberty, NY*	**Jack Tar's Grove Park Inn & Country Club** *Asheville, NC*	**Opryland Hotel** *Nashville, TN*
Sleeping rooms	700	345	600	261	615
Meeting rooms	25	25	38	14	24
Average group lodging rates	IN SEASON 1/1–4/30 Single: $130–$185 Double: $155–$210 2/1–3/31 Single: $145–$200 Double: $170–$225 SHOULDER SEASON 5/1–6/25 Single: $100–$160 Double: $125–$185 9/1–9/30 Single: $ 90–$150 Double: $115–$175 10/1–12/24 Single: $105–$170 Double: $130–$195 OFF SEASON 6/26–8/31 Single: $ 80 Double: $ 95	IN SEASON 2/13–3/12 Single: $52 Double: $52 3/13–11/28 Single: $60 Double: $60 OFF SEASON 1/1–2/12 Single: $40 Double: $40	IN SEASON 7/1–8/31 Single: $59 Double: $47/person SHOULDER SEASON 4/20–6/30 Single: $54 Double: $42/person 9/1–10/31 Single: $54 Double: $42/person OFF SEASON 11/1–4/19 Single: $48 Double: $36/person	IN SEASON 10/1–10/31 Single: $56 Double: $60 SHOULDER SEASON 4/1–9/30 11/1–11/15 Single: $52 Double: $56 OFF SEASON 11/16–3/31 Single: $34 Double: $38	IN SEASON 4/1–10/31 Single: $55–$60 Double: $55–$60 SHOULDER SEASON 11/1–3/31 Single: $50–$55 Double: $50–$55
Approximate group meal costs (tax and tip included)	Breakfast and dinner included in rates. Lunch: $12.95–$22.50 No meals served to nonguests.	B $ 5.95 L $ 7,45 D $20.85	Meals included in rates.	B $ 6.55 L $ 8.35 D $22.60	B $ 3.95–$12.90 L $ 9.70–$18.25 D $13.65–$39.20
Recreation:					
Golf	4 18-hole courses	3 18-hole courses 1 9-hole course	3 9-hole courses	1 18-hole course	2 18-hole courses
Swimming	3 pools; beach	1 pool; beach	3 pools (1 indoor)	2 pools	1 pool
Tennis	36 courts	19 courts	16 courts (4 indoor)	8 courts (2 indoor)	6 courts (lighted)
Horseback riding	No	Yes	No	No	Yes
Health club	Yes	Yes	Yes	Yes	No
Sauna	Yes	Yes	Yes	Yes	Yes
Meal plan	Modified and Full American	Modified and Full American	Full American	European, Modified, and Full American	European
Nearest airport	Ft. Lauderdale or West Palm Beach	Atlanta	La Guardia	Asheville, NC	Nashville
Distance/time from airport	22 mi. from either 30 min.	60 mi. 70 min.	90 mi. 105 min.	12 mi. 15 min.	7 mi. 15 min.

	The World of Palm-Aire *Pompano Beach, FL*	Palmas del Mar *Humacao, Puerto Rico*
	215 14	440 9
	IN SEASON 12/14–4/30 Single: $60–$90 Double: $60–$90 OFF SEASON 5/1–12/13 Single: $45–$85 Double: $45–$85	IN SEASON 1/20–3/20 Single: $100 Double: $160 SHOULDER SEASON 12/21–1/19 Single: $ 90 Double: $128 3/21–4/20 Single: $ 90 Double: $128 OFF SEASON 4/21–12/20 Single: $ 50 Double: $ 64
	B $ 5.25–$ 8.60 L $ 7.40–$11.10 D $17.35–$27.30	B $ 7.05 L $ 8.80 D $21.15
	5 18-hole courses 5 pools; (2 indoor); beach 37 courts	1 18-hole course 4 pools; beach 20 courts (4 lighted)
	No	Yes
	Yes Yes	Yes Yes
	European, Modified, and Full American	European and Modified American
	Ft. Lauderdale	San Juan International
	15 mi. 12 min.	40 mi.; 50 min. (15 min. air taxi)

Source: Sales & Marketing Management survey.

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TABLE IV-6

Selected resort hotels: Combining learning with luxury *(continued from previous page)*

Facilities & Rates	**The Pinehurst Hotel And Country Club** *Pinehurst, NC*	**Stouffer's Pine Isle Resort** *Buford, GA*	**Pocono Hershey Resort** *White Haven, PA*	**Rancho Bernardo Inn** *San Diego, CA*	**Sheraton Royal Biscayne Beach Hotel** *Key Biscayne, FL*
Sleeping rooms	550	244	175	151	194
Meeting rooms	17	18	13	8	7
Average group lodging rates	IN SEASON 3/16–5/31 9/1–11/14 Single: $114 Double: $ 77/person MID SEASON 6/1–8/31 Single: $90 Double: $65/person OFF SEASON 1/1–3/15 Single: $58 Double: $40/person 11/15–12/31 Single: $64 Double: $44/person	IN SEASON 4/1–6/30 Single: $ 8 Double: $ 2 7/1–8/31 Single: $64 Double: $68 9/1–10/31 Single: $70 Double: $74 OFF SEASON 11/1–11/15 3/1–3/31 Single: $60 Double: $64 11/16–2/28 Single: $48 Double: $52	IN SEASON 4/28–7/15 Single: $73 Double: $53/person 7/16–9/3 Single: $71 Double: $53/person 9/4–10/24 Single: $73 Double: $53/person OFF SEASON 1/4–4/27 Single: $58 Double: $38/person 10/25–12/20 Single: $61 Double:$41	IN SEASON 1/1–4/19 Single: $85 Double: $85 SHOULDER SEASON 9/1–12/31 Single: $74 Double: $74 OFF SEASON 4/20–8/31 Single: $69 Double: $69	IN SEASON 12/19–4/25 Single: $110 Double: $110 SHOULDER SEASON 4/26–5/30 10/11–12/18 Single: $75 Double: $75 OFF SEASON 5/31–10/10 Single: $50 Double: $50
Approximate group meal costs (tax and tip included)	Breakfast and dinner included in rates. Lunch: $9.50–$11.90	B $ 6.00–$ 8.75 L $ 7.55–$12.40 D $13.20–$24.20	Breakfast and dinner included in rates. Lunch: $4.85–$9.70	B $ 5.55 L $ 8.00 D $24.60	B $ 6.85 L $10.65 D $20.00
Recreation					
Golf	6 18-hole courses	1 18-hole course	1 18-hole course	1 18-hole course	1 18-hole course
Swimming	5 pools (1 indoor); beach	2 pools (1 indoor); beach	2 pools (1 indoor)	2 pools	2 pools; beach
Tennis	24 courts (4 lighted)	7 courts (3 indoor)	4 courts	12 courts	10 courts (lighted)
Horseback riding	Yes	Yes	Yes	Yes	No
Health club	Yes	No	No	No	No
Sauna	Yes	Yes	Yes	Yes	No
Meal plan	Modified American	European, Modified, and Full American	Modified and Full American	European	Modified American
Nearest airport	Fayetteville or private plane to Pinehurst	Atlanta	Scranton-Wilkes-Barre International	San Diego International	Miami
Distance/time from airport	40 mi. 50 min.	56 mi. 70 min.	18 mi. 20 min.	25 mi. 30 min.	18 mi. 20 min.

	AMFAC's Silverado Country Club and Resort *Napa, CA*	Tamiment Resort And Country Club *Tamiment, PA*
	450 13	500 35
	IN SEASON 11/15–3/15 Single: $91 Double: $91 SHOULDER SEASON 3/16–11/14 Single: $98 Double: $98	IN SEASON 4/4–11/11 Single: $70–$80 Double: $45–$55/ person OFF SEASON 11/12–4/3 Single: $60 Double: $35–$45/ person
	B $ 8.40 L $10.60 D $19.30	B $ 4.85 L $ 7.25 D $14.50
	2 18-hole courses 8 pools 20 courts	1 18-hole course 2 pools (1 indoor) 14 courts (4 indoor)
	Yes	Yes
	Yes Yes	Yes Yes
	European, Modified and Full American	Modified American
	Oakland	Allentown (A-B-E)
	50 mi. 50 min.	50 mi. 55 min.

Source: Sales & Marketing Management survey.

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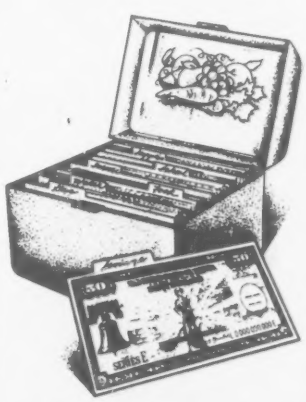

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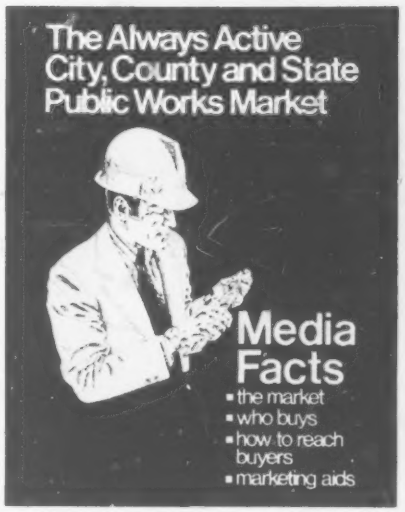

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TABLE IV-7

Selected airport hotels

Facilities & Rates	Atlanta Holiday Inn	Boston Logan Airport Hilton	Chicago O'Hare Hilton	Dallas-Ft. Worth Amfac Hotel & Resort	Denver Sheraton Inn	Detroit Host International
Sleeping rooms	500	559	886	1,450	199	163
Meeting rooms	19	22	53	67	9	10
Average group lodging rates	Single: $38 Double: $40–$46	Single: $57 Double: $73	Single: $60 Double: $75	Single: $55 Double: $65	Single: $41–$53 Double: $49–$61	Single: $54 Double: $59
Approximate group meal rates	B $ 4.75 L $ 7.15 D $ 9.50	B $ 6.80 L $15.25 D $21.95	B $ 7.30 L $12.20 D $18.30	B $ 6.30 L $10.80 D $19.80	B $ 6.10 L $ 9.40 D $14.60	B $ 5.95 L $ 8.95 D $13.70
Distance from airport	¼ mi.	At airport	At airport	At airport	At airport	At airport

Facilities & Rates	Los Angeles Marriott	Miami Ramada Inn Airport	New York Travelodge International	Philadelphia Sheraton Airport Inn	Phoenix Sheraton Airport	St. Louis Airport Marriott
Sleeping rooms	1,019	272	530	333	179	604
Meeting rooms	33	5	11	17	6	43
Average group lodging rates	Single: $60 Double: $70	Single: $59–$64 Double: $69–$74	Single: $[illegible] Double: $60	Single: $62–$69 Double: $70–$79	Single: $40–$45 Double: $47–$52	Single: $55–$67 Double: $65–$77
Approximate group meal rates	B $ 9.40 L $13.60 D $19.95	B $ 4.50 L $ 8.70 D $16.20	B $ 6.55 L $10.65 D $12.50	B $ 7.65 L $13.25 D $19.70	B $ 4.50 L $ 6.00 D $ 9.00	B $ 6.65 L $10.25 D $20.50
Distance from airport	1½ mi.	At entrance	At airport	¼ mi.	At airport	Across the street

TABLE IV-8

Selected budget motel chains

Facilities & Rates	Aberdeen, SD Super Eight Motels	Atlanta, GA Days Inns	Columbus, OH Red Roof Inns	Mt. Vernon, IL Regal 8 Inns	Norfolk, VA Econo-Travel Motor Hotels
Inns in use	88	315	56	52	136
Total rooms	5,467	44,315	5,870	5,071	8,122
Inns being built	12	2	10	2	3
Inns planned	8–12	12	15	2	1
Rates:					
Single room	$18.88	$18.88	$17.95–$22.95	$17.88	$20.00
Double room	$22.88	$21.88	$20.95–$24.95	$20.88	$25.00
3–4 persons	$24.88–$26.88	$25.88–$29.88	$24.95–$26.95	$23.88	$30.00
Facilities & services (available at most units)	Color TV, restaurant	Pool, color TV, gift shop, restaurant, gas service island	Color TV	Color TV, complimentary coffee, pool	Pool, lounge, restaurant, TV
Reservations	Toll-free number	Toll-free number	Toll-free number	Motel will call ahead	Toll-free number

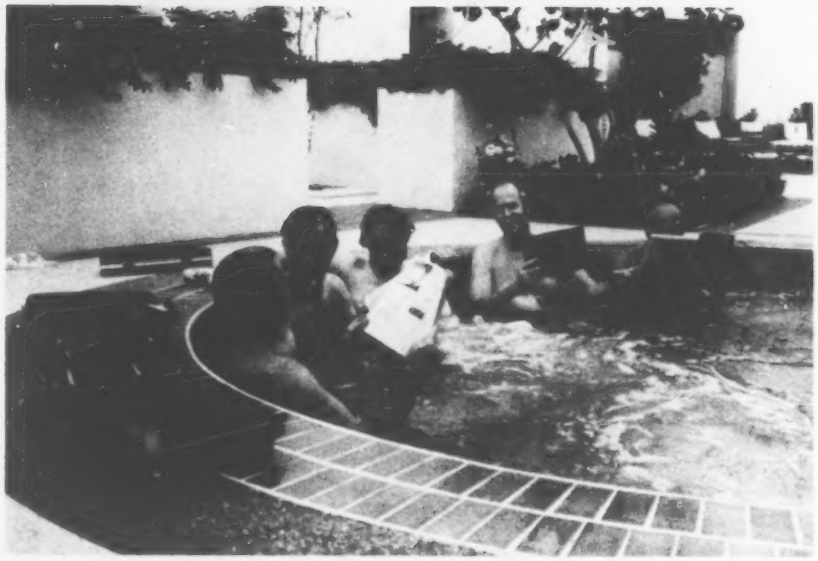
	Houston *Host International*	Kansas City *Hilton Airport Plaza Inn*
	338 19	400 40
	Single: $55 Double: $65	Single: $44–$56 Double: $56–$68
	B $ 6.05 L $10.90 D $16.95	B $ 5.40 L $ 9.00 D $13.80
	At airport	At airport

	San Francisco *Airport Hilton*	Washington, DC *Dulles Marriott Hotel*
	540 35	208 15
	Single: $64 Double: $78	Single: $55–$60 Double: $65–$70
	B $ 7.55 L $12.10 D $16.95	B $ 5.40 L $ 8.40 D $13.20
	At airport	At airport

Source: Sales & Marketing Management Survey.

	Saint Cloud, MN *Thrifty Scot*	Santa Barbara, CA *Motel 6*
	25 2,300 4 10	302 31,994 11 25
	$14.00–$24.00 $17.00–$27.00 $25.90	$11.95 $15.95 $18.95
	Color TV, direct-dial phones, free breakfast	TV, pool
	Toll-free number	Call motel direct

Source: Sales & Marketing Management survey.



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Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets. The four *Surveys*: *Survey of Buying Power* (July), *Survey of Buying Power—Part II* (Nov.), *Survey of Selling Costs* (Feb.) and *Survey of Industrial Purchasing Power* (April).

Sales support

TABLE	TITLE
V-1	Audiovisual equipment purchase costs
V-2	Audiovisual equipment rental costs
V-3	Share of sales incentive dollar spent for merchandise and travel
V-4	Sales and dealer incentive ratios by industry
V-5	**Expected 1981 advertising costs: Relief at last**
V-6	Estimated advertising percentages in selected industries

A helpful subject-matter index to all statistical information appears on page 105.

TABLE V-1

Audiovisual equipment purchase costs

Equipment	Purchase Price 1980	Purchase Price 1979	% Change 1979-80
Projectors			
Super 8 mm sound movie	$449–$515	$429–$495	+ 4.3%
16 mm sound movie	1,000–1,190	940–1,103	+ 7.2
35 mm slide	175–429	175–400	+ 5.0
35 mm slide with synchronized tape deck	545–675	275–800	+13.5
Rear-screen 35 mm filmstrip with self-contained synchronized tape deck	365–600	400–600	– 3.5
Opaque	670	550	+21.8
Overhead transparency	220–399	196–750	–34.6
Remote-control silent filmstrip	200	175	+14.3
Tape Recorders			
Cassette	60–365	50–325	+13.3
Reel-to-reel	450-800	350–400	+66.6
Video equipment			
Nonproduction recorders and players			
Black and white	795–1,295	1,050–1,560	–20.0
Color	1,100–2,350	1,150–2,150	+ 4.5
Cameras			
Black and white	400–1,200	610–1,165	– 9.9
Color	895–5,000	995–5,000	– 1.7
Receivers and monitors			
Black and white	335–495	335–495	N.C.
Color	400–1,560	395–1,560	+ 0.3

N.C.—No change.
Note: These are factory-suggested retail prices for typical audiovisual equipment, without optional extras, which can be purchased at corporate as well as at branch sales offices. Significant changes in the price ranges reflect manufacturer changes in product line.
Source: Sales & Marketing Management survey.

TABLE V-2

Audiovisual equipment rental costs

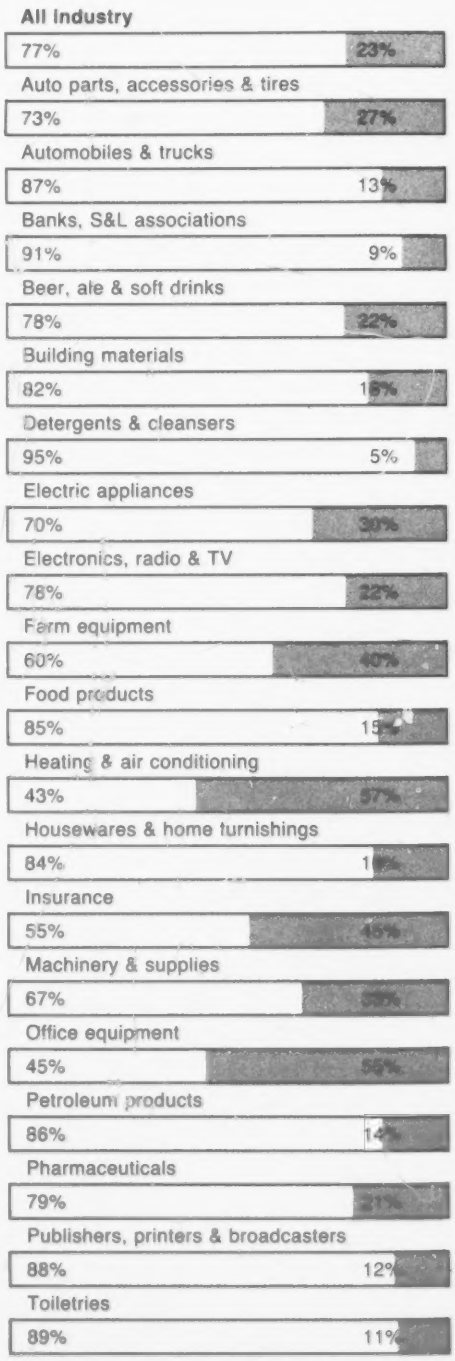
Equipment		Average Rental Rates Daily 1980	Daily 1979	Weekly 1980	Weekly 1979
Projectors					
Super 8 mm sound movie		$18	$18	$ 60	$ 60
16 mm sound movie		25	22	83	70
35 mm slide		18	15	60	50
35 mm slide with synchronized tape deck		35	28	120	93
Rear-screen 35 mm filmstrip with self-contained synchronized tape		34	32	115	108
Opaque		24	20	80	65
Overhead transparency		20	17	68	55
Remote-control silent filmstrip		19	15	66	50
Tape Recorders					
Cassette	mono	14	13	48	38
	stereo	24	17	83	55
Reel-to-reel	mono	16	15	53	45
	stereo	24	22	80	70

Source: Sales & Marketing Management survey.

TABLE V-3

Share of sales incentive dollar spent for merchandise and travel

(Based on total spending of $20 million or more in 1979)



Sources: S&MM calculations; *Incentive Marketing*, a Bill Communications publication.

TABLE V-4

Sales and dealer incentive ratios by industry

Industry	% of 1979 Total Incentive Spending: Sales Incentives	Dealer Incentives
Apparel	30%	17%
Auto parts, accessories & tires	38	46
Automobiles & trucks	49	48
Banks, S&L associations	16	2
Beer, ale & soft drinks	29	14
Building materials	48	36
Detergents & cleansers	31	16
Electric appliances	25	52
Electrical & lighting equipment	28	54
Electronics, radio & TV	47	42
Farm equipment	26	69
Feed, fertilizers & farm supplies	22	39
Food products	10	8
Furniture & floor coverings	21	63
Hardware	31	34
Heating & air conditioning	30	61
Housewares & home furnishings	29	16
Industrial chemicals	25	49
Insurance	71	12
Luggage, jewelry & accessories	42	22
Machinery & supplies	73	15
Office equipment	43	19
Paint & varnishes	32	34
Paper products & packaging	28	22
Petroleum products	26	34
Pharmaceuticals	47	20
Public utilities	34	14
Publishers, printers & broadcasters	46	8
Sporting goods & toys	30	29
Toiletries	37	14
Miscellaneous industries	29	25
Distributors & wholesalers	36	16
Total	**33%**	**26%**

Sources: S&MM calculations; *Incentive Marketing*, a Bill Communications publication.

TABLE V-5

Expected 1981 advertising costs: Relief at last

Media	1972 Base	Index Of Unit Costs 1979	1980	1981	% Rise In Unit Costs 1979–80	1980–81
Network TV	100	224	251	276	12%	10%
Spot TV	100	197	216	233	10	8
Magazines	100	151	165	178	9	8
Newspapers	100	184	200	218	9	9
Radio	100	163	179	192	10	7
Composite	**100**	**192**	**212**	**230**	**10%**	**8%**

Note: Base period has been changed to 1972 so that readers may compare year-to-year change between S&MM's field selling costs index and advertising costs.
Source: Robert J. Coen, senior vice president, McCann-Erickson, Inc.

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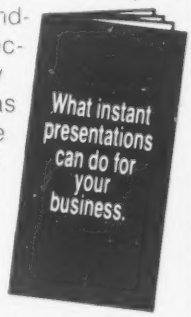

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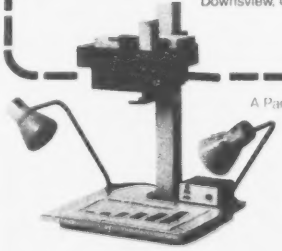

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The accompanying table is based on the fourth annual study of advertising and promotion expenditures of major U.S. corporations and industry sectors. It was performed by Schonfeld & Associates, a Chicago consulting company, and covers 2,500 companies in 179 industry sectors. The raw data for the study were compiled from 10-K reports filed with the Securities and Exchange Commission by publicly owned companies.

Although data are compiled from published financial statements rather than surveys, cautious interpretation is required for several reasons. First, companies may vary in what they include under advertising and promotion expenditures. Second, many large companies are in several fields, yet are listed in only one industry sector. This may result in some distortion because a large-sized subsidiary will not be included in the sector in which it competes. Third, a few large companies are privately held, and their figures are not included.

Copies of the study are available for $250 from Schonfeld & Associates, 120 S. LaSalle St., Chicago, IL 60603.

TABLE V-6

Estimated advertising percentages in selected industries

Industry Sector	*Advertising & Promotion Budget As % Of Net Sales 1979*	*Change in Pct. Points Of Advertising & Promotion 1978–1979*
FOOD PRODUCTS		
Food & kindred products	3.5%	+0.2
Meat products	1.2	N.C.
Dairy products	4.1	+2.4
Canned foods	2.0	−0.3
Flour & other grain mill products	2.0	+0.1
Bakery products	1.5	−0.1
Malt beverages	5.4	+0.3
TOBACCO PRODUCTS		
Cigarettes	6.0	−0.2
Cigars	2.2	−0.1
TEXTILE MILL PRODUCTS		
Textile products	0.6	−0.2
Floor covering mills	2.0	+0.7
APPAREL PRODUCTS		
Apparel & finished products	1.8	+0.1
FURNITURE & FIXTURES		
Household furniture	1.6	−0.1
Office furniture	.9	N.C.
PAPER		
Paper products	.8	−0.1
PRINTING & PUBLISHING		
Publishing	3.0	−1.4
Newspapers	2.0	−0.8
Periodicals	3.5	−0.4
Books	4.9	+0.7
CHEMICALS & ALLIED PRODUCTS		
Chemicals	2.6	+0.7
Industrial inorganic chemicals	2.2	+0.3
Plastics materials & synthetic resins	0.2	−5.4
Ethical drugs	5.6	−0.8
Soap & other detergents	10.2	−0.2
Paints, varnishes & lacquers	1.7	−0.1
PETROLEUM & COAL PRODUCTS		
Petroleum refining	0.7	+0.1
Paving & roofing materials	1.3	+0.3
RUBBER & MISC. PLASTICS PRODUCTS		
Rubber products	1.4	+0.1
Misc. plastic products	3.7	+2.8
Footwear, except rubber	2.3	N.C.
STONE, CLAY, & GLASS PRODUCTS		
Glass containers	4.0	−1.9
Pottery & china	1.9	−0.6
FOUNDRIES		
Blast furnaces	0.2	N.C.
FABRICATED METALS		
Heating equipment & plumbing fixtures	2.4	+1.1
MACHINERY & EQUIPMENT		
Farm & garden machinery & eqpmnt.	2.2%	+1.1
Metalworking equipment	1.2	+0.4
Office computing & accounting machines	1.2	−0.1
Refrigeration & service industry equipment	1.7	−0.1
ELECTRIC & ELECTRONIC EQUIPMENT		
Household appliances	5.5	+1.6
Radio, TV sets & home entertainment	5.7	+1.9
TRANSPORTATION EQUIPMENT		
Automotive vehicles	1.3	−0.3
Travel trailers & campers	1.0	+0.1
INSTRUMENTS & RELATED PRODUCTS		
Optical instruments & lenses	2.1	+0.4
Medical instruments & appliances	1.5	N.C.
Photographic	2.2	+0.3
Watches & clocks	1.6	−0.1
MISC. MANUFACTURING INDUSTRIES		
Jewelry & silverware	4.3	−1.3
Musical instruments	2.6	+0.5
Toys, games & sporting goods	5.3	+0.1
Pens & other writing instruments	4.6	+0.8
COMMUNICATIONS		
Radio-TV broadcasters	2.5	−0.1
CATV companies	1.5	−0.1
WHOLESALING		
Autos & parts	1.2	−0.1
Sporting & recreational goods	2.3	−2.0
Drugs	1.4	−0.5
Food	0.6	N.C.
RETAILING		
Lumber	2.2	−1.0
Department stores	3.0	+0.1
Variety stores	2.1	−0.2
Grocery store chains	1.1	−0.2
Automotive dealers & supplies	1.9	−0.2
Apparel	2.7	+0.1
Women's ready-to-wear	2.5	+0.5
Shoes	2.2	+0.1
Furniture	5.8	N.C.
Household appliances	2.9	−0.6
Restaurants & fast food chains	3.3	+0.4
Mail-order houses	10.7	−2.7
MISC. SERVICE INDUSTRIES		
Hotels & motels	3.0	+0.5
Personal & family services	3.6	+0.6
Motion pictures	4.3	−3.3
Educational services	5.8	−0.5

N.C.—No change.

Source: Schonfeld & Associates.

Transportation

TABLE	TITLE
VI-1	Fleet car operating costs by region
VI-2	**Five-year forecast of fleet car costs**
VI-3	Breakdown of fleet car operating costs
VI-4	Automobile fleet purchase costs
VI-5	Sources of autos used by salespersons in selected industries
VI-6	Air fares for the 25 most travelled routes
VI-7	**Fuel cost and consumption by car size**
VI-8	Auto mileage reimbursement plans
VI-9	Standard and economy car-rental rates
VI-10	Automobile reimbursement plans for selected industries

A helpful subject-matter index to all statistical information appears on page 105.

TABLE VI-1

Fleet car operating costs by region

Regional Code	Running Expenses ¢/mile	Standing Expenses $/Month
1	7.37¢	$183.87
2	7.95	173.91
3	7.44	172.54
4	7.27	175.70
5	7.40	180.64
6	7.23	177.38
7	7.75	180.42
8	8.37	182.14
U.S.	**7.55¢**	**$178.74**

Notes: Running expenses are incurred when a car is being driven, and include gasoline, oil, tires, and maintenance. Standing expenses are incurred whether or not the car is used, and include such fixed costs as insurance and license fees. Data cover leased and company-owned cars and apply to a 6-cylinder Malibu model.
Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research, which maintains a computerized data base on fleet car costs for its clients.

TABLE VI-2

Five-year forecast on fleet car costs

Running Expenses	1980 ¢/mile	1985	% Increase 1980–85
Gasoline	5.96¢	13.51¢	126.7%
Oil	.09	.16	77.8
Maintenance	1.25	2.19	75.2
Tires	.55	1.02	85.5
Total	**7.85¢**	**16.88¢**	**115.0%**

Standing Expenses	1980 $/month	1985	% Increase 1980–85
Interest	$ 54.39	$102.61	88.7%
Depreciation	101.17	147.48	45.8
Insurance, license fees, and related items	60.52	91.16	50.6
Tolls & accidents	45.55	72.58	59.3
Total	**$261.63**	**$413.84**	**58.2%**

Note: Projection is based on a 6-cylinder Malibu-type car, assumes a 12% inflation rate and replacement policy of 55,000 miles or 36 months. Dr. E. W. Lareau, head of the Center for Analysis and Research, also made assumptions on fuel efficiency of cars, cost of money, and other factors.

Data shown are composites for leased and company-owned cars. Forecast is in constant dollars.
Source: Center for Analysis and Research, Peterson, Howell & Heather, Inc., subsidiary of PHH Group.

TABLE VI-3

Breakdown of fleet car operating costs

Running Expenses	1980 ¢/mile	% Change 1979–80
Gasoline	7.54¢	+ 28.0%
Oil	.10	N.C.
Maintenance & repairs	1.21	+ 4.3
Tires & tire repairs	.64	+ 12.3
Total	**9.49¢**	**+ 23.1%**

Standing Expenses	1980 $/month	% Change 1979–80
Provision for depreciation	$130.96	+ 7.4%
Depreciation adjustment	10.01	+370.0
Accident & theft loss	11.16	– 9.5
License & taxes	9.76	– 18.0
Insurance	21.47	– 2.1
Total	**$179.41**	**+ 7.6%**

N.C. No change.
Notes: Components will not add to totals because of exclusion of such items as warranty recovery, accident, and theft expense recovery. Data cover both leased and company-owned cars of all sizes; hence, totals are higher than those shown in Table VI-1.
Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research.

TABLE VI-4

Automobile fleet purchase costs

Model	Fleet Purchase Price: Eight Cylinder 1981	Eight Cylinder 1980	Eight Cylinder % Increase 1980–81	Six-Cylinder 1981	Six-Cylinder 1980	Six-Cylinder % Increase 1980–81
American Motors Concord,[1] four-door sedan	—	—	—	$5,160	$4,400	17.3%
Chevrolet Caprice Classic, two-door sedan	$6,582	$5,404	21.8%	6,518	5,254	24.1
Dodge Diplomat Medallion, four-door sedan	6,666	5,775	15.4	6,613	5,596	18.2
Ford LTD-S, four-door pillared	6,504	5,181	25.5	6,434	5,058	27.2
Mercury Zephyr, four-door sedan	5,658	4,664	21.3	5,616	4,597	22.2
Pontiac Catalina four-door sedan	6,394	5,473	16.8	6,352	5,411	17.4

Note: All prices include only the equipment that the manufacturer considers standard. Freight charges are not included. Fleet purchase prices will vary according to deals worked out by individual buyers and sellers. The basic prices listed above are commonly obtainable when five or more cars are purchased.
[1]Not available as an eight-cylinder model.
Source: Sales & Marketing Management survey.

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TABLE VI-5

Sources of autos used by full-time salespersons in selected industries

Industry	Percent of Companies: Company-Owned	Employee-Owned	Leased
Manufacturing, consumer	37%	14%	49%
Manufacturing, industrial	33	21	46
Drugs & cosmetics	34	17	49
Food & beverage	48	11	41
Chemical & petroleum	52	7	41
Insurance	53	11	36
Public utility	60	8	32
Service	40	21	39
Government	77	7	16

Source: Runzheimer & Co., *1981–82 Runzheimer Survey and Analysis of Business Car Policies & Costs.*

TABLE VI-6

Air fares for the 25 most travelled routes

Rank	From	To	Average Fares: Coach One Way	1st Class One Way	% Change Coach Fare 1979–1980
1.	New York	Washington, DC	$ 70	$ 98	+37.3%
2.	Los Angeles	New York	252	400	−12.5
3.	Boston	New York	64	87	+28.0
4.	Chicago	New York	134	216	+16.5
5.	Los Angeles	San Francisco	63	70	+80.0
6.	New York	San Francisco	280	435	− 6.7
7.	Chicago	Los Angeles	290	361	+33.6
8.	Dallas	Houston	58	95	+ 1.7
9.	Atlanta	New York	130	185	+15.0
10.	Detroit	New York	110	166	+19.6
11.	Boston	Washington, DC	94	114	+23.7
12.	New York	Pittsburgh	98	123	+48.5
13.	Chicago	Minneapolis	82	126	+15.5
14.	Los Angeles	Seattle	136	217	− 1.4
15.	Chicago	Washington, DC	118	187	+21.6
16.	Houston	New York	242	303	+36.7
17.	Dallas	New York	251	314	+37.2
18.	Cleveland	New York	117	152	+44.4
19.	Chicago	Detroit	74	91	+32.1
20.	Buffalo	New York	89	116	+39.1
21.	Chicago	St. Louis	78	99	+32.2
22.	Chicago	San Francisco	313	407	+37.3
23.	Dallas	Los Angeles	216	260	+33.3
24.	Los Angeles	San Diego	42	51	+40.0
25.	Denver	New York	270	334	+29.8
	25-trip average		**$147**	**$200**	**+16.7%**

Note: Round-trip fare is double the one-way fare. Fares are for typical daytime business travel and do not reflect night or other special rates. Fare shown represents the average fare quoted for regular first class and coach fare ranges.
Sources: Civil Aeronautics Board, *Passenger Origin and Destination Survey*; *Official Airline Guide, November 1980.*

TABLE VI-7

Fuel cost and consumption by car size

Category	*1981 Full-Size 8-Cyl (267 CID) Engine*	*1981 Intermediate 6-Cyl (229 CID) Engine*	*1981 Compact 4-Cyl (151 CID) Engine*
Fuel cost and consumption			
Expected miles per gallon	15.0	17.0	20.0
Prevailing gasoline price	131.8¢	131.8¢	131.8¢
Fuel consumption (gallons) @ 20,000 annual business miles	1,333 gal.	1,176 gal.	1,000 gal.
Annual fuel cost @ 20,000 annual business miles	$1,757	$1,550	$1,318
Fixed and operating costs (Annual @ 20,000 business miles)			
Gasoline and oil	$1,780	$1,574	$1,338
Maintenance	286	274	248
Tires	124	112	94
Insurance	790	728	663
License	25	25	25
Depreciation	1,678	1,574	1,494
Total Annual Costs	**$4,683**	**$4,287**	**$3,862**

Notes: Gasoline is the national average price for full serve, name brand stations in January, 1981. Fixed and operating costs based on average midwestern city. Other cost information on any vehicle in any North American location, is available from Runzheimer's Transportation Div., Rochester, WI 53167.
Source: Runzheimer & Co.

TABLE VI-8

Auto mileage reimbursement plans

Allowance Plan	% of Companies: 1980	1979
Single rate mileage allowance		
Under 15¢ per mile	1.0%	6.0%
15¢ per mile	2.0	14.0
16¢ per mile	1.0	3.0
17¢ per mile	4.0	7.0
18¢ per mile	9.0	—
Over 18¢ per mile	8.0	—
Fixed periodic allowance	12.0	15.0
Graduated mileage allowance	7.0	10.0
Combination allowances[1]	13.0	11.0
Automobile standard allowances[2]	43.0	34.0

[1]Typically include allowances per mile plus allowances per week or month.
[2]Includes an allowance per mile plus an allowance per week or month tailored to each territory traveled.
Note: Some yearly differences reflect changes in companies reporting data.
Source: Runzheimer & Co.

TABLE VI-9

Standard and economy car-rental rates

City or Metro Area	Average Standard Rates $ Per Day/ ¢ Per Mile	Economy Rates $ Per Day/ ¢ Per Mile
Northeast		
Albany	$30.00/42¢	$24.95/29¢
Boston	41.00/50	33.95/48
Bridgeport-Stamford Norwalk-Danbury	29.65/39	21.95/21[1]
Buffalo	35.30/48	33.95/30
Hartford	36.00/44	28.95/37
New York	34.00/51	24.00/41
Newark	34.00/50	27.95/35
Philadelphia	35.30/44	32.00/39
Pittsburgh	31.00/38	29.00/36
Providence	34.35/40	23.95/28
Rochester	35.35/48	34.95/20
Average	**$34.18/45¢**	**$28.69/33¢**
Midwest		
Chicago	$36.00/44¢	$31.00/29¢
Cincinnati	31.00/34	28.95/33
Cleveland	33.00/38	31.00/38
Columbus	31.65/33	25.00/30
Dayton	32.65/34	31.00/31
Detroit	28.00/34	25.95/28
Indianapolis	28.00/34	27.00/32
Kansas City, MO	31.00/36	27.95/32
Milwaukee	30.30/33	29.00/30
Minneapolis-St. Paul	32.00/34	22.00/22
Omaha	29.00/31	27.95/30
St. Louis	35.00/38	31.95/35
Toledo	26.30/30	26.00/27
Average	**$31.07/35¢**	**$28.06/32¢**
South		
Atlanta	$39.00/39¢	$30.00/33¢
Baltimore	39.65/44	34.00/30
Birmingham	31.65/38	21.95/25
Greensboro, NC	31.30/35	22.95/25
Houston	33.30/34	32.95/38
Louisville	31.00/34	23.95/27
Memphis	32.00/35	28.00/32
Miami	29.00/31	31.00[2]
Nashville	32.00/35	40.95[2]
New Orleans	34.00/40	31.00/38
Oklahoma City	29.65/32	25.95/27
San Antonio	29.00/35	35.95[2]
Tampa-St. Petersburg	29.00/31	30.00[2]
Washington, DC	39.65/44	25.00/30
Average	**$32.87/36¢**	**$29.55/22¢**
West		
Denver	$33.00/36¢	$34.00/34¢
Los Angeles	29.35/34	39.95[2]
Phoenix	28.65/33	28.00/31
Portland	30.00/35	28.95/33
Sacramento	29.00/35	28.00/33
Salt Lake City	31.15/33	24.95/30
San Diego	28.35/34	28.95/34
San Francisco	29.00/35	28.00/30
San Jose	29.00/35	28.00/30
Seattle	29.00/34	27.95/34
Average	**$29.65/34¢**	**$29.68/29¢**
Canada*		
Calgary	$29.95/15¢	$30.95
Montreal	29.95/18	39.95/10
Ottawa	28.60/13	28.95
Toronto	29.95/18	26.95/15
Vancouver	31.65/16	32.95
Winnipeg	29.30/13	25.95/10
Average	**$29.90/16¢**	**$30.95/N.A.**

*Canadian dollars
[1]Includes 150 free miles.
[2]Includes unlimited mileage.
Canadian rates include from 100 to unlimited kilometers. Where indicated, excess rates shown are per kilometer.
N.A.—Not applicable due to varying rate structures.
Note: Average standard rates are obtained from current Avis, Hertz, and National directories (in Canada, National is affiliated with Tilden); average economy rates obtained from current Budget directory. Rates are applicable to basic sedan such as Fairmont, Citation or Concord and do not include gasoline. Rates shown here are the commonly used nondiscountable "dry rates" (no gas).
Note: When comparing regional average standard and economy rates, allowance must be made for the fact that the latter group's charges in some metro areas may include free mileage from 100 miles to unlimited.
Source: Sales & Marketing Management survey.

TABLE VI-10

Automobile reimbursement plans for selected industries

Allowance Method	Percent of Industry Using Method: Mfg., Consumer	Mfg., Industrial	Drugs & Cosmetics	Food & Beverage	Chemical & Petroleum	Insurance	Public Utility	Service	Government
Combination allowance[1]	—	20%	25%	6%	43%	13%	45%	7%	14%
Automobile standard allowance[2]	61%	46	50	37	43	31	—	31	—
Single-rate mileage allowance	26	21	25	13	—	13	45	41	57
Fixed dollar allowance	8	10	—	31	—	19	—	21	29
Graduated mileage allowance	5	3	—	13	14	24	10	—	—

[1]Typically combines a single-rate allowance per mile and a fixed dollar allowance per week or month.
[2]Includes an allowance per mile plus an allowance per week or month tailored to each territory travelled.

Source: Runzheimer & Co., *Runzheimer 1981–82 Survey and Analysis of Business Car Policies and Costs.*

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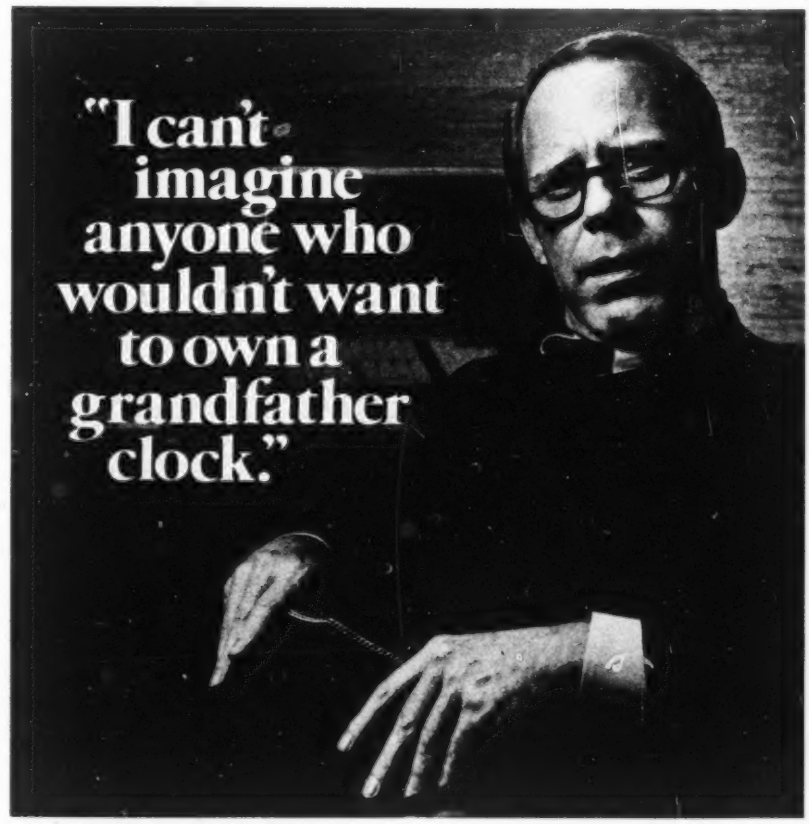

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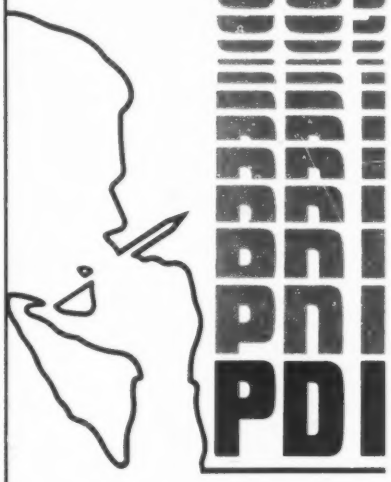

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AN S&MM SPECIAL SECTION
Test marketing sharpens the focus
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MARCH 16, 1981
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Scandal at the PX

Marketers go AWOL

Shut down the $3.5 billion PX system? That's what Congress threatens to do if military buyers and those who sell to them don't come clean. Page 30.

Is this any way to sell industrial tools? Page 12.

Inside Out

Industrial sales. The Administration's intention to rewrite depreciation allowances is good news for industrial marketers who are in a lackluster year. S&MM Barometer, Page 15.

Take a shower. Advertising superstar Bruce Jenner loses another job, this time at Minolta. Page 18.

IBM's Data Processing Div. goes after new business—by invading another IBM division's turf. Page 28.

Home is where the heart is, and the heart of today's homeowner market is still the suburbs. Take note: Singles would rather live in their own homes than in apartments. S&MM Marketgraph, Page 38.

Independent reps. Marketing at Stormaster is aimed strictly at its reps and distributors (there's no advertising or trade shows), and it works. Page 41.

Signode Corp. uses its salespeople to keep track of its competition. Division vice president for sales Terry Parker tells how he does it precisely and legally. Page 90.

She done 'em right. Mack Hanan tells how a salesperson won the Best Salesman of the Year award—at one of the companies she sells to. A true account of profitability in action. Page 108.

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What's coming up

The bounty of agrimarketing. There's plenty happening down on the farm, including computer technology, demand for energy-saving equipment, and a reduction in small, family-owned operations. The result for marketers is a wave of new products, competition from abroad, and a requirement to sharpen their selling. Apr. 6.

An S&MM Special Section: Sales Incentives. Results of an exclusive survey on how industrial and consumer goods marketers use merchandise, travel, cash, and other incentives to spur their field sales organizations. S&MM also examines some of the "inputs" in using incentives effectively. Apr. 6.

Mead Data Central. A small arm of Mead Corp. makes a name for itself in the fast-growing data-base market. One of its strengths: devising strategies for selling on-line data to industry. Apr. 6.

The 1981 Survey of Industrial Purchasing Power. Exclusive statistics on shipments of industrial goods organized by SIC code and broken out county-by-county. Apr. 27.

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equipment sales and installation fees to exceed revenues from audits. Gross sales during ECC's first six months topped $225,000, before all four centers had opened.

Most potential ECC customers, Grossman says, "look at their utility bill every month and don't know what to do except that they have to do something." They often blame inflation when energy waste is the real culprit. Another market segment consists of individuals who are more sophisticated about energy use, but don't know where to go for solutions.

To lure customers to its clinics, ECC uses seminars, direct mail, and radio and newspaper advertising. ECC's strategy now is to open clinics in densely populated areas and gain a reputation for being the only one-stop source of energy conservation information, advice, products, and services.

ECC plans to open 280 franchised clinics within the next three years and buttress them with "a significant marketing operation." But Grossman himself won't be conserving energy. Right now he's the entire sales force.

COMPENSATION

A cooling off for cold cash

The surge in salary-plus-cash incentive plans that marked the last half of the 1970s seems to have levelled off. Although they remain the most popular compensation method, because they, like noncash incentives (travel, merchandise, recognition awards, etc.), enable a company to point salespeople toward specific marketing goals, the proportion of manu-

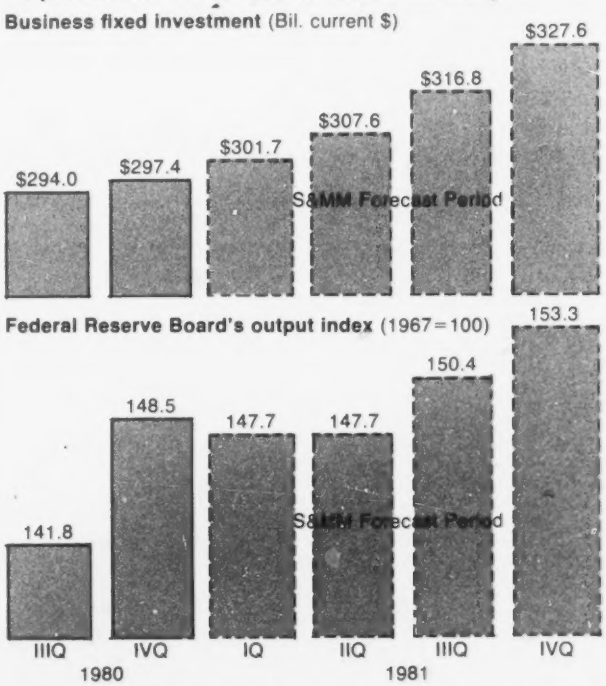
S&MM BAROMETER

Appreciating depreciations

Advice to industrial marketers: rush your salespeople to Washington to pressure Congress to speed the enactment of the Administration's proposed faster depreciation rates. The White House's plan to accelerate write-offs on equipment, retroactive to Jan. 1, could perk up a lackluster year of spending by businesses.

The Barometer projects such spending to post quarter-to-quarter gains of 3.0% in the 3rd quarter and 3.4% in the 4th quarter vs. tepid 1.4% and 2.0% rises in the first two stanzas, respectively. However, when the inflationary rise of capital durable goods is taken into consideration, those gains transmute into a decline. Merrill Lynch Economics, for example, projects 4th quarter spending, in 1972$, to be slightly below 1st quarter levels and appreciably under last year's 3rd quarter.

High interest rates, a crushing tax burden, and lukewarm activity in the critical auto and housing industries are fingered as the chief culprits. More generous depreciations could ease the strain for many.



Sources: Consensus forecast of Argus Research, Chase Econometrics, Chemical Bank, Data Resources, Evans Economics, Goldman Sachs, Manufacturers Hanover, Merrill Lynch Economics, Shilling & Co.

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facturing firms using them remained unchanged between 1978 and 1980. That's the conclusion of the Research Institute of America's (RIA) latest compensation survey.

However, the RIA survey shows also that companies that favor cash incentives now tend to make them a bigger part of the pay package. More than half of the manufacturers (55%) during the two-year period altered pay plans to include more cash incentives, up from 49% in 1978. Meanwhile, a sizable 30%, vs. 24% in 1978, tilted their plans so that salary played a larger role in total compensation, indicating that there is still considerable experimentation going on as to what type of carrot to dangle. The least popular compensation plan, the RIA found, continues to be straight salary.

Methods of sales compensation

	1975	1978	1980
	% of Manufacturing Firms		
Straight salary	38%	33%	31%
Salary-plus-commission	24	26	25
Salary-plus-incentive	24	34	34
Other[1]	20	27	25

[1]Straight commission, commission against draw, salary plus commission plus incentive. Note: Details adds to more than 100% because some companies use more than one sales pay plan.
Source: Research Institute of America, *Sales Compensation '80.*
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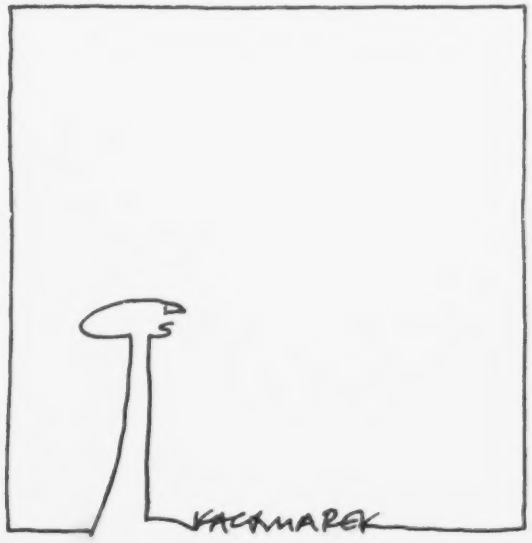
Whatever form sales incentives take, they have lost none of their appeal. An S&MM Special Section on sales incentives, to appear in the April 6 issue, shows that two out of three companies surveyed by S&MM rate them as vital to reaching their sales goals.



"YOU CAN'T BE IN TWO PLACES AT ONCE."

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PREMIUMS & INCENTIVES

A mixed bag for marketers

Suppliers of premiums and incentives are scrambling to develop more small accounts now that slow-downs in key user industries such as automotive have put a crimp in their sales. But many of the exhibitors at last month's Incentive Conference and Exhibitors Showcase (ICES) in Los Angeles probably feel the same way about developing new markets as A.J. Martin. Martin, president, Top Brands, Oshkosh, WI, says "It's really healthy for all of us."

J.J. Gubbins, incentive sales director, Sheraton Corp., Chicago, went even further. Said Gubbins, "We sales executives should love this tough market. It gives us a chance to show what we can do."

Most ICES exhibitors who were queried by S&MM are positive about their prospects for 1981. They said their clients are maintaining their incentive budgets and often are trading up to higher-quality merchandise. Another sign of the times: "Before," says Gene Knapp Jr., sales manager, spe-

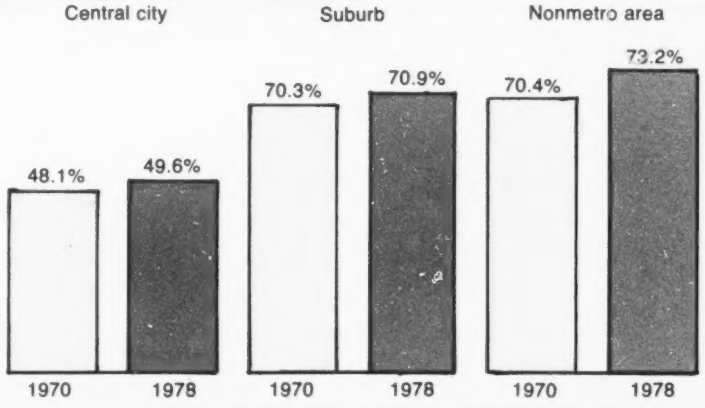
S&MM MARKETGRAPH

The homeowner market: Still growing, but . . .

Despite soaring price tags on new homes, greater numbers of Americans opted for their own dream castles in the 1970s. Home ownership ratios rose from 62.9% in 1970 to 65.2% in 1978, according to the latest annual housing survey by the Census Bureau and the Dept. of Housing and Urban Development, as canny consumers saw housing as the best inflation hedge around. Suburban homeowners increased the fastest, up 31% vs. 28% in nonmetro areas, 13% in central cities. A startling trend: singles opted for their own homes faster than for apartments: up 59% vs. 50%. Future prospects of home ownership in the 1980s are clouded by volatile mortgage rates, continued double-digit inflation, and the failure of family income to keep pace with ballooning housing costs.

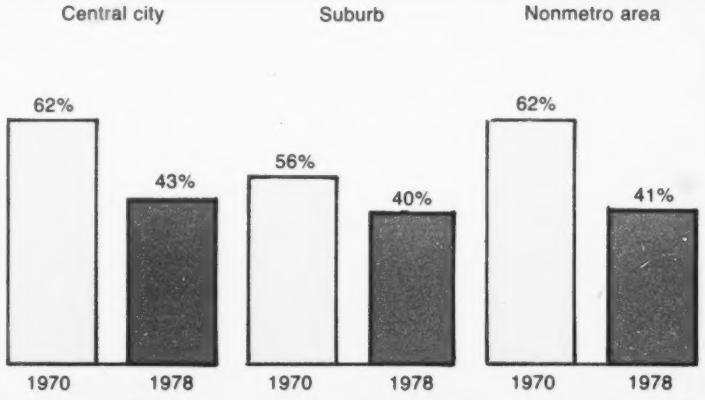
The joy of owning

Homeowner % of all occupied units



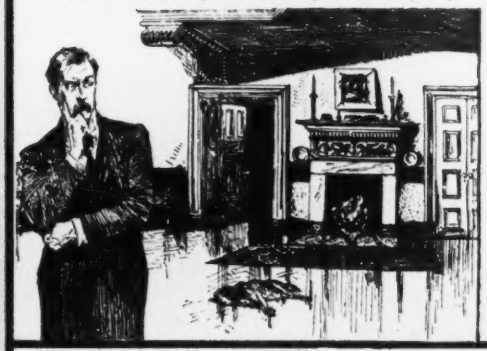
A willingness to go into debt

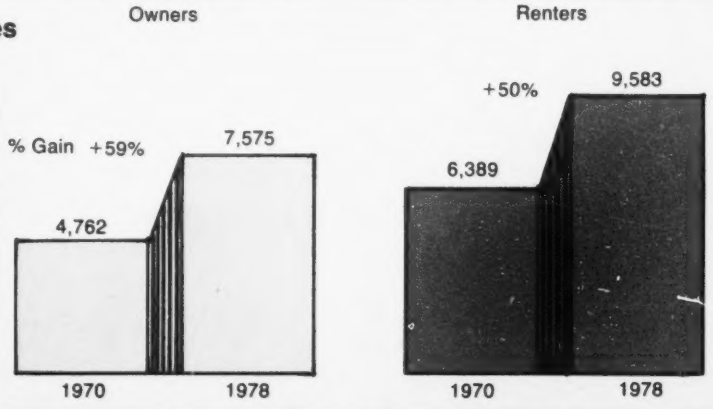
Median income as % of value of owned home



More singles own their own homes

Number of one-person occupied units (000)





Tom Lorz

Sources: S&MM calculations; Census Bureau and U.S. Dept. of Housing and Urban Development, *Annual Housing Survey: 1978, Series H-150-78, Part A.*

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AGRIMARKETING

It's up, down on the farm

"Just keep your marketing smarts to yourself. You grow it and I'll push it."

Drawing by Donald Reilly
1980 The New Yorker Magazine, Inc.

The notion that farmers do things the old way may be good for a laugh—but it's also wrong. Today's agribusinessmen are astute managers, demanding of suppliers and salespeople, and eager for new ideas. Despite the usual uncertainties, this year could be one of their best yet. Page 31.

A NEW S&MM SERIES: INDUSTRIES TO WATCH

Mead Data lays it on the line

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SALES COMMUNICATIONS

Let your sales force speak up!

Page 50.

Inside Out

Norwich-Eaton sets up a Hospital Sales Div. to get its message across to residents and staff physicians. Page 14.

Videotex marketing. Data-based communications will never be the same now that Time, Inc., and Times-Mirror Co. are jumping in. Page 15.

Industrial advertising. Chilton Co.'s new Access service gives magazine advertisers the details on who reads their ads. Page 17.

A&W goes for higher status, stepping up support for bottlers so they'll get out and sell more root beer. Page 18.

A howling success in pets. Health insurance is just one of the new services that promises to expand the market. Page 20.

Swept away by TWA. The carrier stages a contest to interest prospects in using its new overseas delivery service. Page 20.

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Getting ahead with incentives

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What's coming up

The 1981 Survey of Industrial Purchasing Power. Exclusive statistics on shipments of industrial goods organized by SIC code and broken out county-by-county. Apr. 27.

Special Report: Physical Fitness. A 32-page guide on how to get—and keep—fit in order to survive today's pressures, personal and professional. Included: Sales and marketing managers reveal valuable secrets about keeping fit. May 18.

Reps on the rise. Data from the 1977 Census of Wholesale Trade show a shift in the balance between manufacturers' reps and district sales offices in various industries. May 18.

An S&MM Special Section: Industrial Advertising. As ad costs spiral, industrial marketers are devising ways to make their efforts more productive. Case histories and an exclusive S&MM survey. June 8.

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SALES FORCE MANAGEMENT

Norwich-Eaton checks into the hospital

The fastest-growing part of Norwich-Eaton Pharmaceuticals' product line consists of such drugs as Vivonex and Dantrium, which are primarily used by hospitals to feed post-operative patients. Yet until recently, Norwich-Eaton's 300 Professional Products Group salespeople called mainly on doctors with private practices. "We were neglecting a key market," says Robert Lazor, who was named director of sales for the group last September.

Thus Norwich-Eaton, Norwich, NY, a $200 million division of MortonNorwich, late last year prescribed a change. It created a Hospital Sales Div. within the Professional Products Group by recruiting some 50 salespeople from the group's ranks who were identified as having "flair and expertise" in hospital sales work. (These salespeople were then trained for one week in-house.) The company also brought in Lazor from Revlon's Armour Pharmaceutical subsidiary, where he was vice president, sales and marketing, to oversee the change. Lazor comments: "The division's sole job is to develop a need for Norwich-Eaton products among residents, interns, and staff physicians at hospitals."

Norwich-Eaton's Lazor makes his salespeople specialize.

Is the cure taking? Lazor says that hospital personnel are "getting the message." Moreover, there's an internal benefit: "We made a lot of salespeople happy by creating another sales opportunity for them."

MEDIA

More ads for cable TV

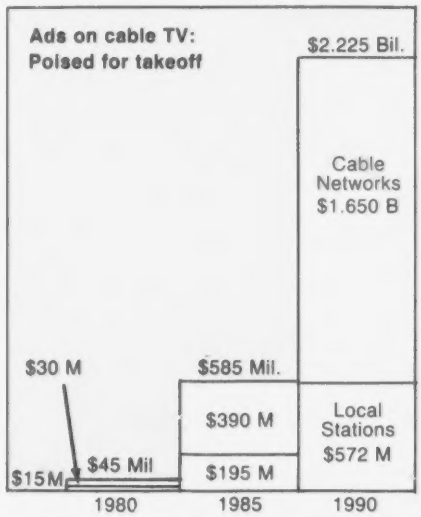
Convinced that they are starting to get a sizable share of the $11.3 billion that advertisers spend on commercial TV, cable operators last month set up the Cabletelevision Advertising Bureau (CAB) in New York City to help speed up the process. President Robert Alter, 52, a veteran of the Radio Advertising Bureau, says he plans to enlist a sales force of about eight people who will be split into two groups.

The first will call on potential advertisers to persuade them that, in contrast to commercial TV, cable: (1) is ideal for reaching selected audiences; (2) can be used to communicate forcefully with distributors; and (3) lends itself to tie-ins with local retailers. The second sales group will advise cable operators on how to set up their own sales departments and how to tailor their sales strategies to a prospect's marketing goals.

As more companies try out ways to attract advertising to cable (see next story), Alter's immediate task is to come up with specifics on the cable-TV audience that will satisfy advertisers and agencies. Thus he will act as coordinator for an industry committee which is developing a methodology that A.C. Nielsen can use to generate the appropriate data.

Alter presides over his first CAB meeting on May 28 in Los Angeles, when he'll ask operators to support a $1 million budget for the bureau, plus $250,000 for the audience study. For ammunition, he could cite data from a report by Paul Kagan Associates, Carmel, CA, financial analysts specializing in electronic media.

Kagan predicts that by 1990, advertising on cable TV will equal 15% of the total revenues of the three major networks, up sharply from 1% now. His projections (see chart) indicate that cable networks, such as Ted Turner's Cable News Network and the Getty-owned Entertainment & Sports Programming Network, will grow about two-thirds faster than the independent local operators.



Source: Paul Kagan Associates, *Ten-year Projection of Cable TV Advertising.*
© Sales & Marketing Management.

grene says, adding that the computerized bridal registry should be in six more stores by the end of this month.

INDUSTRIAL ADVERTISING

Chilton gets into specifics

"A lot of marketers criticize industrial advertising studies because their ad messages have to reach specific types of people and the studies show only aggregate readership," says James A. Salvas, manager of Chilton Co.'s Ad-Chart Services, Radnor, PA. Now, he says, marketers can explore readership specifics via Chilton's new Access service.

Introduced last month, Access is a step beyond Chilton's Ad-Chart, which has been measuring aggregate advertising readership for 22 publications for several years. The new service can pinpoint advertising readership and response by such factors as the reader's job title, size of business, and type of business. Thus marketers can evaluate their advertising effectiveness by finding out precisely whom they are reaching and how they respond to

James Salvas, manager, Chilton's Ad-Chart Services and Access.

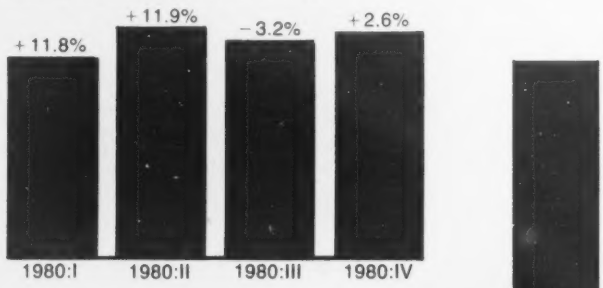
S&MM BAROMETER

Some hope for selling costs

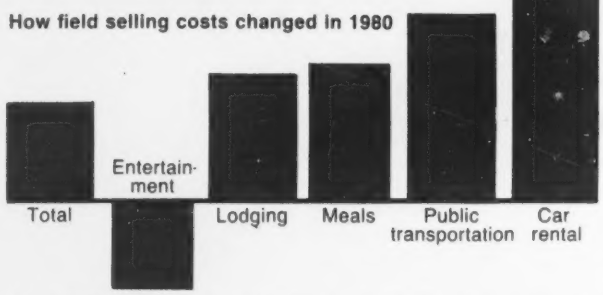
The stereotype of the salesperson wining and dining his way to a big order isn't supported by the latest authoritative data on field selling expenses. Although total costs shot up 20% in 1980 (three times faster than in 1979), entertainment tabs *declined* a surprising 17.6%. So reports the PHH Group, Baltimore, which tracks monthly expenses of more than 2,000 salespeople (S&MM, Feb. 23).

Even more encouraging, the rise in overall selling costs is expected to abate this year. Price wars on airline fares and softening in hotel occupancy rates should help the business traveller. H. Robert Heid, director of PHH Group's Travel Expense Control Service, looks for a total cost increase in the 10%–13% range, roughly in line with the inflation outlook. Eggert Enterprises' *Blue Chip Newsletter*, which polls 42 economists monthly, sees inflation winding down from 12.6% in the first quarter to 9.7% in the fourth.

The Selling Expense Index in 1980
% change from preceding period
Selling Expense Index (1972 = 100)



How field selling costs changed in 1980



Note: S&MM Selling Expense Index (SEI) is based on monthly expenditures per salesperson for meals, lodging, public transportation, car rental, and entertainment as reported by PHH Group's *Travel Expense Management Report*. The dollar totals are converted to an index with 1972 as the base year.
Sources: S&MM est.; PHH Group's Travel Expense Control Service.
© Sales & Marketing Management.

Circle No. 182 on Reader Service Card

Agrimarketing will see more changes than ever this year—a chemical company selling bulls, crops sold via computers, new demands made of sales forces, and after 1980's disappointments, better fortunes for the nation's farmers and marketers.

It's up, down on the farm

Bringing in the corn, with Massey-Ferguson's help, in Cedar Falls, IA.

By ARTHUR J. BRAGG
Senior Editor

Countless times each day Barry Ervin, 31, looks skyward for rain to soak his Maynard, MI, farm, which has had none in months. Drought cost Ervin and his wife, Ann, their entire corn, wheat, and soybean crop last year. But the couple still managed to put up another building for their hogs, buy a mammoth new John Deere 4440 tractor, and complete the purchase of another farm using a low-cost Minnesota Farm Security Program loan. Hopeful that this year will be a good one for them, the Ervins plan to expand their hog operation to 100 sows, erect more buildings to house them, and buy some additional farm equipment. All it will take is rain.

In fact, farmers in all parts of the country are confident that this year will be kinder to them. Last year they had headaches aplenty: slow consumer buying because of the economy, the jump in energy prices, heat and drought, and further restrictions on grain shipments to the Soviet Union. Gross farm income (cash receipts from crops and lifestock, government payments, other earnings) was an estimated $155–$157 billion, a record, but production costs hit $131–$133 billion; as a result, net farm income before inventory adjustments was between $24–$26 billion, down as much as 10% from 1979. This year, say economists at the U.S. Dept. of Agriculture (USDA), net income should hit $26–$33 billion, thanks to (1) greater crop production to overcome last year's 11% loss, and (2) strong export demand. Farmers having money in the bank means that the outlook is once again bright for marketers who sell to them, especially "big ticket" ones like International Harvester, Allis-Chalmers, John Deere, and Massey-Ferguson. But nearly every one of them faces new challenges. Reason: the things that are happening down on the farm.

One of the major concerns is the disruption in agrimarket-

ing's demographics. This year, an estimated 5,000 farms will cease to exist, a trend that is not new but which is accelerating. Also dwindling, some say at an alarming rate, is acreage that has potential as farmland, land being eaten up by developers of shopping centers, industrial parks, and private homes and condominiums. New Hampshire and Rhode Island, for example, could lose all of their prime farmland in less than two decades if conversion continues at its 1967–77 rate.

All this is the result of advanced technology, which allows the creation of "farm factories" for raising chickens, cattle, hogs, and the like, thereby squeezing many smaller operations out of competition. Along with this has come the growing appetite of institutional investors lured by the ever-increasing value of land (an acre of farmland on average jumped from under $200 in 1970 to almost $750 last year). One such institution, Prudential Insurance Co. of America, owns 587,615 acres, five times more than just two years ago.

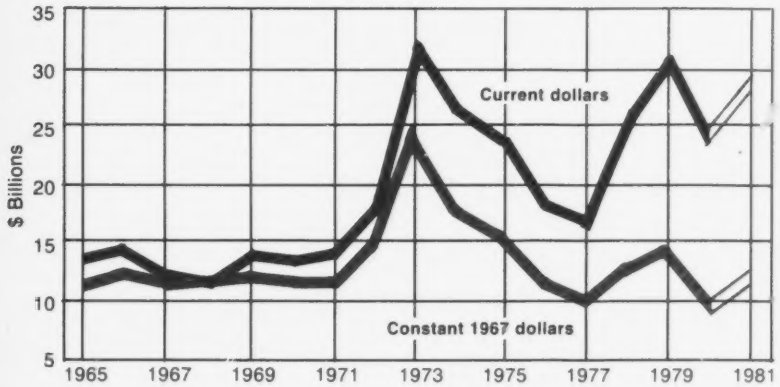
Farmers themselves contribute to the loss of farmland by selling out to reap the fruits of today's prices. "With current rates of land inflation," says *New Farm* writer Gene Logsdon, "a small farmer can go to bed a dirt farmer and wake up an agribusinessman" if he concentrates on buying and selling land instead of farming it. Adding to the loss of farmland is the loss of young farmers who will not be able to buy more expensive land, or, if they can, will have nothing left for operating it. USDA predicts that, for this reason, the number of new farmers under age 35 will shrink from the 475,000 in 1964–74 to 285,000 by the year 2000.

**Small farmers will be the major victims if the Administration succeeds, as expected, in its plan to lop 25% from the amount of money available to farmers and rural communities through loans from the Farmers Home Administration, a part of USDA. Last year, the agency spent $14.5 billion. Although only $100 million is to be trimmed from its budget next year, far greater amounts would be lost later. Farmers depend on the agency for emergency loans to recover from droughts and other calamities and turn to it when they cannot get credit from banks at a "reasonable" interest rate. Last year they borrowed a staggering $6.3 billion. (Other proposed budget cuts that would hurt farmers include a 64% reduction in the current $1.7 billion spent to support dairy prices, and abolishment of target prices for such major agricultural products as wheat, corn, and rice.)

An analyst specializing in agrimarketing views the decrease in the number of small farms as especially risky for marketers selling to them. "The typical small farmer," he says, "still spends $30,000 or more a year on seed, livestock, and equipment. Multiply that by the number who are dropping out, and a lot of companies stand to lose a lot of business. If for that reason only, they ought to be supporting the Baucus [Sen. Max Baucus, D–MT] bill which, among other things, halts the sale of farms to institutions."

Not everyone views the diminishing number of farms with alarm, of course. Marketing people interviewed by S&MM generally consider the new demographics an "improvement" in the market and

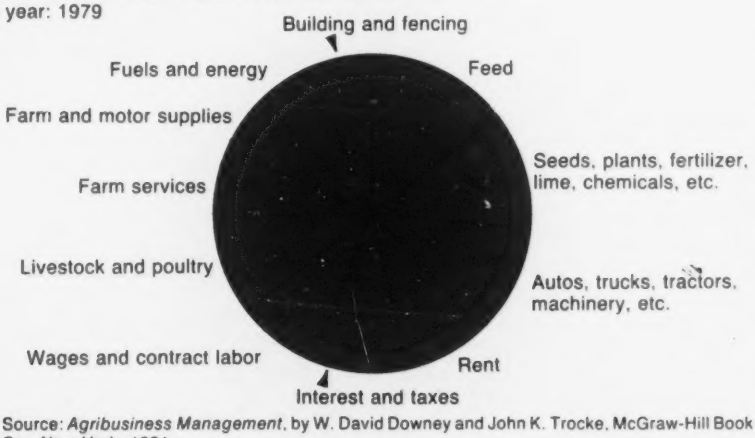
Farm income: A greener crop in 1981



Source: U.S. Dept. of Agriculture

How the farmer spends his dollars

Base year: 1979



Source: *Agribusiness Management*, by W. David Downey and John K. Trocke, McGraw-Hill Book Co., New York, 1981.

Soft sell at John Deere

Selling to the farm market isn't always a matter of preplanned sales calls, carefully researched use of media, and the like. Another approach, one that capitalizes on the isolation of farm communities and the people in them, is described here by Carol Bly, formerly of Madison (population: 2,210) in western Minnesota and now a resident of Sturgeon Lake (population: 222) in eastern Minnesota.

The John Deere Implement open houses are great because they clear out all but a couple of huge tractors from their hangar-like shop, so tables can be set up and a movie shown after a noon lunch of franks and beans. It is very nice. We all sit down disorderly and talk to faces we have seen around. We tell each other I knew I ought to know you but I just never was good at faces. The John Deere employees in their nifty green outer-space outfits serve us carefully. They don't slop the coffee and they don't skimp you. After a while they darken the shop and the son-in-law climbs up on the box of a Ford pickup, standing behind us like a green dragon robot, and projects a half-hour film of magical new equipment onto a screen. We watch, all of us, experts in the dark.

All of us, even the very old women who know more about horse-days than side-delivery snow-blow fronts, are experts; we know how to converse about the ghastly cash layout to buy this equipment, versus using old stuff. And in the dark, some of the heads are a little silhouetted in front of us, of others sitting at the long tables. When the lights come back on we, even those of us who haven't enough discipline to sew on a button instead of keeping a safety pin in our clothes, or a dime to buy a used zipper with, can carry on with dignity a conversation about diminishing returns in agricultural operational investment. The conversation is everything our home talk is not: It is relaxed, it isn't loaded, and it is mutually respectful.

To counter the Japanese, one of Deere's new small tractors.

From Letters From the Country by Carol Bly, to be published this month by Harper & Row, New York City.

are reacting accordingly. Says Robert M. Book, group vice president of agricultural marketing, Elanco Products Co., an Eli Lilly division selling farm chemicals and animal health products, "It is becoming a very different market in many ways. Traditionally, most marketing effort was aimed at the wholesalers or chains, and there wasn't much advertising. It took a long time for a new product to make penetration. Things are easier today.

"There's a lot more information going directly to the farmer, who is better educated; he is his own business manager. At Elanco, we have had to move several steps closer to him, so that we can make our point." That, Book explains, has included upgrading the sales force—new hires today must have a technical degree. "Also," he says, "we are making more calls on our dealers, and we meet farmers more often, in company with the local dealer."

Elanco is hiring salespeople and realigning territories. "Our sales force grows every year," Book says. "We find that the smaller the territory, the better our penetration is, so we are adding people. It has gotten so that in some parts of Iowa, for example, a single salesperson covers as few as two counties and sometimes just one. We don't yet know the point of diminishing return for us, but we aren't there yet."

Their demand for technical and product information is what makes today's farmers most different from those of just a few years ago for Jim Mitchell, a regional sales manager for Diamond Shamrock's Agricultural Chemicals and Health Products, who is based in Menlo Park, CA. Also, salespeople find themselves playing an integral part in farmers' business decision-making. These new duties mean that Mitchell's salespeople must concentrate on the defined market in their area for Diamond Shamrock's herbicides and pesticides, spending less time developing potential business.

It also means that each of his people must come to the job with knowledge about growers' problems and needs. "Growers are now extremely aware people," Mitchell says, "so our people have to have the right background to match that awareness. Actually, our people are more sophisticated than ever—and there are more of them. We are adding salespeople constantly."

Because the majority of marketers, especially those offering farm equipment, now sell through independent dealers, attention is now being given to "improve the breed" so that the dealers are at least as savvy as their customers. Example: Allis-Chalmers's dealer develop-

ment program, completed last year. One aim of the program was to give the Agricultural Equipment Div. deeper penetration in its North American markets, so new dealers were recruited. The program's other goal, achieved by setting up training courses in four different parts of the country, was to ensure that each dealer, new or veteran, has a "customer service orientation." Another example: Upjohn salespeople making sales presentations at dealerships spend part of the time teaching the latest livestock management practices. When a farmer needs help in dealing with say, swine dysentery, the dealer will have ready advice.

Should marketers be doing more? Dealers think so. William E. Galbraith, executive vice president of the National Farm and Power Equipment Dealers Assn., who claims that his 11,500 members make 95% of all farm-equipment sales in the U.S., notes that a major problem for dealers in their relationship with customers is "manufacturers that don't stand behind their product." These companies, he says, use parts in their products actually made by subcontractors; when the tractor or baler breaks down, the manufacturer will attempt to place the blame on the subcontractor and refuse to get involved. "It's not the way to build confidence in what you sell," Galbraith notes. He also criticizes manufacturers for insisting that the dealer carry his own inventory of spare parts, sometimes at a cost of $50,000 per product line.

"Dealers often have a $1 million investment in their businesses," he adds, "so they need assurances from manufactur-

The size of farming: Wide as all outdoors

No. of U.S. farms	2,314,013
Average size (acres)	440
Value per acre (includes buildings)	$645*
Size:	
10–49 acres	379,543
2,000 acres or more	62,225
Total U.S. farmland (acres)	1,017,030,357

Source: U.S. Census Bureau except * which is from USDA.

Farm media: Planting now for bigger harvests

As farm advertisers step up spending—an estimated $425 million this year, with chemical companies the heaviest investors, followed by farm-equipment manufacturers, seed producers, and banks—the farm media also are turning up the sell.

Publishers of the so-called national magazines, which include *Farm Journal*, *Successful Farming*, and *Progressive Farming*, note that among farm families readership figures for their publications are three times that for business magazines or the newsweeklies, and sometimes even higher. *Farm Journal*, like the other "nationals," offers readers a broad array of features of interest to nearly every farmer. What's more, it no longer leaves coverage of individual crops or livestock to the many state magazines that specialize in regional farming (*Ohio Farmer*'s heavy attention to corn, hay, and oats, for example). Thus, dairymen-readers in northern Illinois, mainly a crop and hog area, will find in their copies of *Farm Journal* a Dairy Extra, a package of features and ads of interest to dairy farmers. To keep as "close to the farm" as possible, the magazine also has a panel of 500 farm families, nationwide.

Publishers of state magazines, meanwhile, are both increasing their domains and revamping their products. Example: Harvest Publishing recently added magazines in Florida to those it has in the Midwest, Southwest, and Middle Atlantic, and has just brightened the format of *Pennsylvania Farmer*, which, with a circulation of 75,336, is one of its biggest publications.

Miller Publishing, in its second century as a producer of farm magazines, including *Feedstuffs* and *Farm Store Merchandising*, is branching out into newsletters (*Ag Energy* and *Ag Regs*, the latter about the impact of government on farming). It has also introduced *Farm Money Management*, a quarterly magazine aimed at what it calls "high-income agricultural producers" and the nation's agricultural lenders. The magazine is mailed free to farmers, ranchers, and livestock producers who make a minimum of $250,000 annually. Its first issue went to 45,000 such farmers; another 15,000 copies were sent to others.

Something for the weekend

Another development in print media is the appearance of magazines for small farms and weekend farmers, some of them with very special approaches to farming. *New Farm*, published by Rodale Press, of *Prevention* magazine fame, specializes in features on organic farming, although it is not always so exotic. A recent issue contained a long article on how to get the best deal for an old farm. *Country Journal*, published in Vermont, is, as its title implies, a homey approach to farming, with articles on quilting, small-farm operations, even how to use a hammer.

A Steiger Panther tractor dwarfs onlookers at a New York State show.

ers they represent that their franchise will last; there has to be a continuity of the contract, more so than there is now." He is also sharply critical of manufacturers that insist that their dealers attend training courses to improve their performance. "They'll announce a program," he says, "and expect the dealers to be there—and expect them to pay the fees themselves. But when companies have their own dealers, not independents, they foot the bill for them."

Whoever pays for it, dealers will have to stay on their toes if they're to keep up with today's farmers, who show a zest for doing things in new ways. Some examples:

♦ In Ohio, hog farmers can market their product via the computer. The new program, called Hog Accelerated Marketing System (HAMS), works like this: Farmers have computer terminals on their farms or use one at a central marketing point linked by telephone lines to a minicomputer at Ohio State Univ. in Columbus. Also linked to the main computer via terminals are 18 Producers' Livestock Assn. buying points. When a farmer wants to sell hogs, he feeds the data (the number of animals, their weight, grades, etc.) into his terminal and packers then bid on what they want to buy. The main computer, notes a report in *Successful Farming* magazine, serves as "auctioneer, accountant, telephone line manager, and market news reporter." Although farmers pay $1.20–$1.60 per hog sold to finance HAMS, both their marketing costs and the packers' are down.

♦ In Kentucky, 200 farmers are linked to a computer at the Univ. of Kentucky by tele-

More so than ever, farmers have lots to read while waiting for the harvest.

Meanwhile, the farm media's newspaper segment reported an historic event last month—the sale of *Grit*, a 99-year-old weekly long popular with farmers. Grit Publishing Co. president Andrew W. Stabler Jr. acknowledges that rising postal rates, distribution costs, and especially a one-third falloff in its 1.2 million subscription base, were behind the sale. The new owner, Advo-Systems, Inc., a Hartford, CT, direct mail advertising company, will use its mailing lists and "computerization" to regain the lost readers.

The broadcast segment is relying on results of a "long-term" all-media study being conducted by Doane Agricultural Service, ironically a St. Louis publisher of farm magazines, to help boost its appeal to advertisers. Radio and TV stations support the project, more so than the print segment. Also, Arbitron, New York City, is measuring nine important farm radio markets and at least one TV market, Des Moines. Another project that could well help the broadcasters is Katz Agency's current study of how well farm radio performs.

As farmers become more astute buyers, the ads directed at them are upgraded accordingly. Although many still show a lush field in four colors, bursting with ready-to-be-picked produce, the photo usually is surrounded with charts depicting the product's field tests results and cost per acre. The National Agri-Marketing Assn., Prairie Village, KS, which stages frequent seminars and workshops for those who sell to farmers, each year gives its own "Academy Awards" for the best ad and overall marketing campaigns. In giving the awards, the association acknowledges not only the creativity of ads but, more important, which ones really sold the product.

phone and home TV sets. They dial the computer and receive information on what crops to plant and when, the latest weather reports, commodity prices, and agricultural reports, some of it updated every 15 minutes. The American Farm Bureau Federation is to decide on expanding the Kentucky program by adding to it farmers in Ohio, Illinois, California, Arkansas, and South Carolina, and there is talk of taking it national by 1982. If that happens, a number of national mail-order firms will feed their catalogues into the program.

♦ Further down the road are widespread use of hi-tech methods and products, including genetic engineering of crops to produce "super species" of wheat, corn, and the like, and new advances in pesticides. Also, within 20 years, some say, robots will run farm equipment and some machines will run themselves. "Try to envision one huge machine running in a field of wheat, precision planting a second crop at the same time as it is harvesting," says Robert Tweedy, manager for strategic business planning at Allis-Chalmers. "It would have high productivity and would reduce unit production costs to a fraction of present expenses." At its heart is a computer controlled from a central point. (Tweedy isn't saying whether his company has such a product under development.)

Marketers are cashing in on such sophistication in a number of ways, however. Swine breeders reportedly were not shocked when Monsanto Co. introduced a line of boars a few years ago, a major innovation for a company that had been selling herbicides and fertilizer for decades. Acceptance of the boars was so good, in fact, that Ralston Purina, DeKalb AgResearch, and Babcock Industries, not one of which had previously sold livestock, soon followed with their own boars.

Monsanto is now test marketing, in South Dakota and Missouri, what it calls Magnum bulls. The company freely admits that by selling breeders superior hogs and bulls, it expects to increase sales of its traditional products because better-bred animals produce better offspring. Monsanto's marketing program is meticulous in other respects, too. Dealer showrooms are carpeted, coffee is served, audiovisuals abound, and then the customer is shown the livestock on the other side of a picture window.

Photo by David Eisenlohr

A boy and his best four-footed friend pose at a recent Orange County (CA) Fair, where the cow was entered in competition for a ribbon. Marketers still consider the 2,500 state and county fairs held each year as important for sales and for goodwill.

Similarly, Smith/Kline finds that farmers are willing participants in new selling techniques. Tests of its TeleSession Word of Mouth Marketing, using conference telephone calls, went over well, and the program is credited with continuing high sales of the product involved: Stafac, an antibiotic to improve animal health and breeding. The company's animal Health products division suggested TeleSession to key customers and prospects who were animal producers. It had discovered that the sales force was adequately covering the nation's animal feed industry, but mostly ignoring the producers, especially large-volume ones who account for 70% of this segment's total production.

Subsequently, individual panels of Stafac users and potential users were assembled for the conference calls, the typical panel having two to three experienced users. Dissatisfied users were not excluded, the company claims. In charge of each panel was a Smith/Kline employee, who kept the conversation on target and who would later provide the sales force with the names of potential customers most likely to buy or who needed technical data. Roger C. Crum, director of operations, U.S. and Canada, at the Smith/Kline division, could monitor the calls but did not participate.

Crum is pleased with the results. Says he, "The amount of information conveyed is aided by the credibility of its coming from a peer group. The interactive conversation will cover many more points than a sales call and, because the participants are confined to the phone and focussed on the subject of your selection, there is much higher retention of key points. Phone contacts with 404 of the participants found that our market share among this group had more than doubled."

Also changing is the axiom, near and dear to many an agrimarketer's heart, that a farmer can always be counted on to buy the brand his father did, a change nowhere more evident than in the $4 billion market for tractors. In the first six months of 1980, more than half of all the tractors sold in this country were made somewhere else. For 40-hp models and under, they were almost certainly made in Japan; Japanese com-

panies like Yanmar Diesel Engine Co. and Kubota Tractor Corp. have almost no competition in this slice of the market. In the 40–80-hp segment, West German and U.K. brands predominate. U.S. firms own only the 100-hp-and-above segment.

Farmers' interest in the foreign models increased sharply in the mid-1970s (in 1975, imports were worth just 20% of total U.S. sales), when U.S. companies virtually stopped making smaller units here to focus instead on larger ones. The idea was that bigger tractors get the job done more efficiently on America's farms, which are among the biggest anywhere. Also, big machines are more profitable to sell. Thus foreigners found a friendly reception, especially among small and part-time farmers and larger farmers who need small units for specific jobs.

Because of the size of the U.S. farms, however, big machines will continue to make up the primary market in this country. Many industry analysts are convinced that the foreigners, especially the Japanese, will go after this market, too. U.S. manufacturers say they're not worried, possibly because they have more pressing problems. Last year's drop in demand hurt most of them, in the case of International Harvester and Massey, very severely (International Harvester recently cut the salaries of top managers 20%). Nevertheless, a report in the Los Angeles *Times* notes, German-owned Deutz Corp., a marketer of small tractors, has added two 100-hp models, and Japan's Kubota and Janmar will introduce 80-hp-and-up units soon. If farmers continue to abandon the old ways, and if they get the bumper profits that 1981 promises them, the invaders could end up teaching the natives another lesson in marketing.

Note: Checked at presstime, it still hadn't rained in Maynard, MI.

JAUNDICED EYE

The day Sam was sold on science

Ever since the advent of scientific management as practiced by the American Management Assn. and the Harvard Business School, executive appraisals have become a standard responsibility of top management. After all, letting a subordinate know where he stands is not just humane, it's good business.

Considering themselves more artists than scientists, sales managers were probably the last executive echelon to be brought into the routine of formal evaluation procedures. While the sales managers themselves were reviewed by the big boss, it took a lot of prodding to get them to schedule regular appraisals for their sales staffs. The movement got off to a bad start, as a salesperson friend of mine can testify. One day he suddenly found himself being "appraised" by the sales manager of the garment company for which he had worked for 10 years. We'll call him George Gogetter; his boss is Sam Shortsight.

"George," said Sam after he closed the door to his office, "as you know, we've got this newfangled plan here to sit down and go over each salesperson's performance. You're going to hear the good and the bad from me and I'll be as frank as I can, O.K.?"

"Fine with me. I'm always anxious to improve. Shoot!"

"That word might be more appropriate than you think, George. But first let me tell you I've never seen a better salesperson. The customers love you. You don't ask the factory to deliver the impossible, and you get full price on all your lines. Personally, I'm amazed how well you cover the size territory you have, and still give customers the kind of service we like to brag about."

"Thanks, Sam," George blushed with pride.

"That's not all," the sales manager continued. "You have the smallest expense account in the whole company. You seem to be able to get the customers to entertain you more than you entertain them. I don't know how you do it, but we sure aren't complaining."

"Thanks, Sam," the salesperson blushed deeper.

"As you know, George, we changed you from salary to straight commission a year ago. It seemed sensible at the time, but after reviewing your sales it's obvious to me it hasn't worked out. So, George, it's with regret that we're going to put you back on salary."

"Hey! I like the commission setup," George squealed like a stuck pig.

"I know you do, George, but I don't!" Sam yelled back, red-faced.

"Why?" demanded George.

"Because you made more money than I did!"

George got a job the next day with a competitor—on straight commission.

By Jim Lavenson

A NEW S&MM SERIES

Industries to watch

Instant information

Mead Data lays it

By THAYER C. TAYLOR
Senior Editor/Management Sciences

Before making a sales call on the head of a Fortune 1000 company recently, Jerome S. Rubin went to his desk-top terminal, called up a data base of newspaper and magazine articles, and scanned what had been written about the company and its president in the last several months. "I went in sounding like an expert," Rubin recalls, "and the ice was quickly broken."

"Gossip selling" isn't necessarily touted as the wave of the future by the 55 year-old Rubin, president of Mead Data Central (MDC), New York City, which aims to make it big in the booming on-line data-base service industry. But he thinks his Nexis data base of published articles fills a need as marketing executives and salespeople try to learn more about competitors, prospects, and customers.

Like others in mature industries that are challenged by new technologies, MDC's parent company, paper-maker Mead Corp. (1980 sales $2.7 bil.), is keenly aware of the impact electronic libraries will have on its basic products. "Our involvement with digital technology gives us a window on the future," says Mead Corp. chairman James W. McSwiney, "for developing new services, markets and products, as well as acquiring knowledge for positioning our traditional products in tomorrow's marketplace."

In picking its "window," Mead Corp. chose an industry with glowing prospects. A recent report on on-line data-base services by Creative Strategies International, San Jose, CA, a research firm specializing in hi-tech industries, forecasts that revenues will balloon from $632 million in 1980 to $2.99 billion by 1985, or an annual compound growth rate of 38%. A slower growth rate, but higher industry totals, are projected by Input, Palo Alto, CA, a technology-oriented research firm, which sees revenues rising 24% a year, from $1.2 billion in 1979 to $4.3 billion in 1985.

Significantly, Input predicts much faster growth for the two market niches in which Mead is positioned. Denis Hoye, marketing manager, says the legal-accounting sector is expected to increase 30% a year; news 34% (see accompanying chart).

Mead entered the data services sweepstakes in 1973 when it created Lexis, an on-line legal-research service that gives the user, via CRT keyboard, instant access to the full text of court decisions, laws of 50 states, and rulings by such agencies as the Internal Revenue Service and the Securities & Exchange Commission. With only one major competitor, Westlaw, of Western Publishing, Bartlesville, OK, Rubin figures he has "90%–95% of that market wrapped up."

A year ago, Rubin expanded his sales sights and launched Nexis, a computerized news research service that carries information from three wire services (AP, UPI, and Reuters), and such publications as *Newsweek*, the Washington *Post*, the *Economist*, *U.S. News & World Report*, *Dun's Review*, and *Christian Science Monitor*. Lined up for the future: *Japan Economic Journal*, two Japanese news services, *Latin American Newsletter*, and *American Banker*. One publication Rubin is trying hard to sign up is the Los Angeles *Times*.*

Last month, Rubin scored a sales coup when he convinced McGraw-Hill to put all 31 of its business magazines on Nexis. *Business Week* and *Aviation Week* are carried in abstract form on the New York Times Information Bank, says Eric B. Herr, vice president, planning and development, McGraw-Hill Publications, but Nexis marks the first time all of the magazines will be available in full-text on a data base. One reason McGraw-Hill made the move, Herr says, is to learn how the company can use Nexis in its own operations.

Compared to Lexis's dearth of competition, Nexis is up against some heavyweights. In particular, the New York Times Information Bank, an abstract service comprising the *Times* and 70 other publications; and Dow Jones & Co.'s news retrieval service, which contains condensed versions of articles from the *Wall Street Journal*, *Barron's*, and Dow Jones news wire and stock quotes. Carl M. Valenti, Dow Jones's vice president, information services, claims "we are a leader in revenues and number of customers."

Neither the *Times* nor Dow

**The names Lexis and Nexis are derived from the Latin "lex" (law) and "nexus" (connection).*

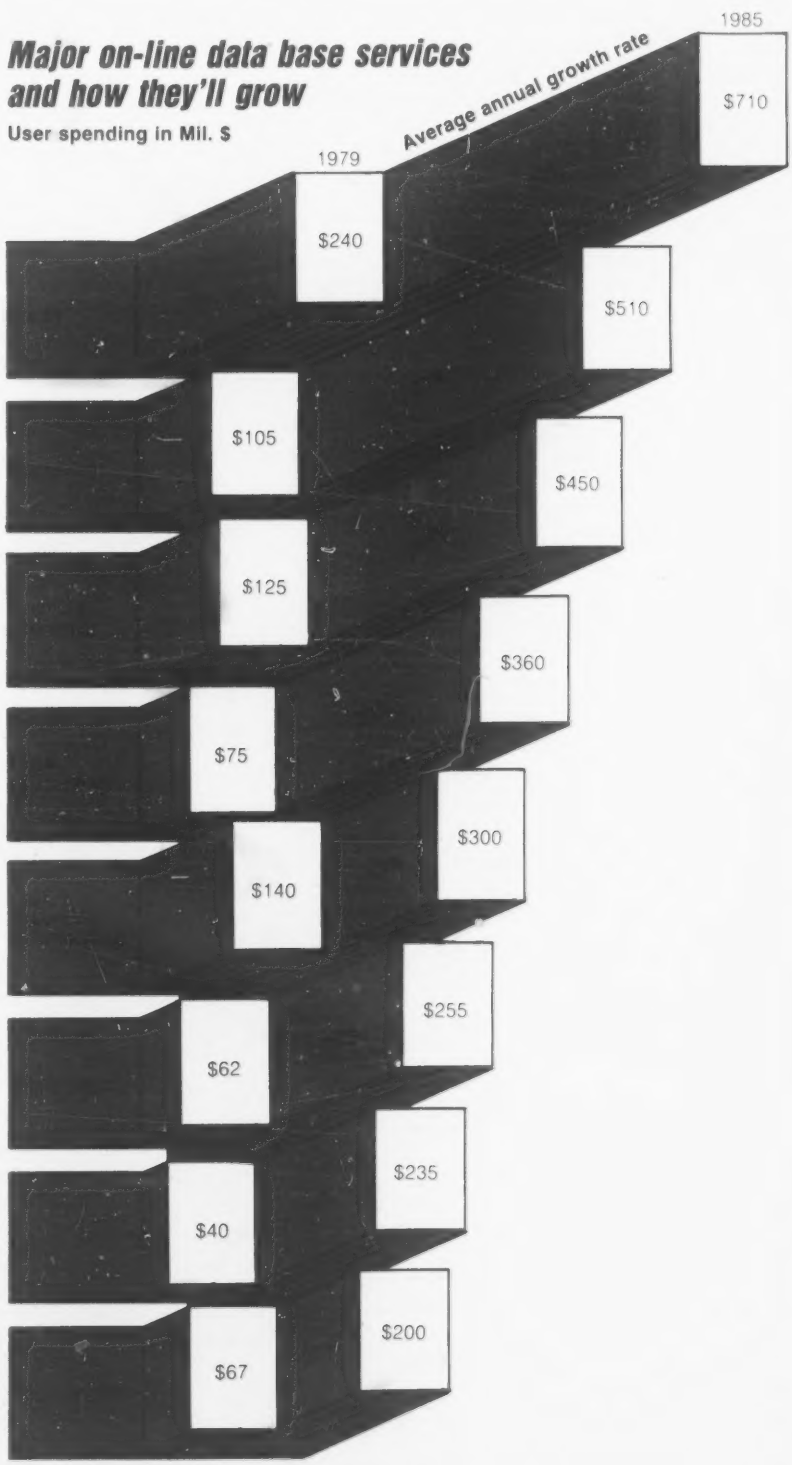
on the line

Jones, for obvious reasons, will sign up with Nexis. However, Rubin feels he has the following selling points to offset the two holdouts:

♦ **Full text vs. abstracts.** "Lexis proves the advantage of providing the full text rather than abstracts," he claims. "In an abstract service, which relies on an index, someone else makes a judgment on what is important, which may not agree with the user's interests." Full-text is a recent innovation in the on-line data-base market, and it is still not clear how well it will do against the more familiar abstract approach. Says Tom Dexel, marketing vice president at Creative Strategies: "Although full-text is well received in the legal community, the customer base for general news-retrieval services is still in question. But if full-text becomes acceptable, on-line data-base services will count their customers in the millions instead of the thousands."

♦ **"User-friendly" software.** From the start, Mead Data shrewdly realized that software, not hardware, is the key to data-base selling. It developed sophisticated programming that lets the customer carry out a dialogue with the computer, using everyday words and phrases to turn up the desired published material.

♦ **Integrated marketing.** Andy McCruden, senior research associate at Link, New York City, a research company specializing in the new electronic media, points out that "Mead is one of the few compa-



Source: Input, *Market Opportunities for Data Base Services*. Reprinted by permission of Sales & Marketing Management.

nies in the information business that's trying to integrate as fully as possible, from data sources to end users. The service is sold by Mead Data salespeople, and the user accesses the data base through a Mead terminal that relies on Mead software. Thus Mead controls the network, hardware, and software and simply pays the information providers a royalty." The fee? Other sources say it is 20%–25%.

Rubin won't disclose sales figures but admits "business was up 40% in 1980, slightly faster than we've been growing in recent years." S&MM estimates that Mead Data's 1980 revenues topped $40 million.

Sales force expansion underscores Rubin's confidence in Nexis. He increased his sales force from 18 to 25 last year, and expects to add 7 more people this year. Salespeople specialize in one service or the other, he says, "so they can be more knowledgeable about their product and the business they're selling to." The initial sales thrust for Nexis focusses on selling it as an add-on to the Lexis customer base, which, he says, "includes every legal and accounting firm worth doing business with." Currently, Rubin is concentrating on government agencies and corporations with sizable planning, government relations, public affairs, or marketing departments.

It took Lexis four years to get into the black, but Rubin feels Nexis will turn the trick in less time. He's banking on what Input's Hoye calls "the insatiable appetite for organized information by businesses, government, and other organizations that find it more cost-effective to use outside data bases rather than collect the information internally."

Selling Nexis will be more difficult than introducing Lexis. "Direct mail was highly successful with Lexis," Rubin recalls, "because we knew who our target was, but it's not so easy to pinpoint the Nexis target." Thus he's relying mostly on the sales force making cold calls to spread the Nexis name.

Mead Data's Rubin must sell clients on electronic libraries.

The product they sell isn't cheap. Subscribers pay a $350 installation charge, $75 for instructions, plus monthly fees of $95 for the terminal and $150 for a high-speed printer (optional). Then there is a connect charge of $1.00–$1.50 per minute to call up data in the company's $8 million computer complex.

Although the consumer market is widely regarded as where the big payoff will be in the on-line data-base industry, Rubin says he doesn't see Mead entering it in the foreseeable future. "We're watching it closely, of course," he adds, "but we think it will be a long time before anyone makes a buck from it. The reason why you see so much activity by others is because everyone's afraid of being left at the station when the train pulls out."

If Rubin is lukewarm on the in-home market, others are hot. Dow Jones is experimenting on several different tacks, including the proposed purchase of UA-Columbia Cablevision in a joint bid with Knight-Ridder. Dow Jones's Valenti told Paine Webber's recent annual media industry outlook seminar: "If we make conservative assumptions that data bases will penetrate 1% of all households by 1985, and the average bill will be $20 a month, we can anticipate annual revenues of about $200 million for information retrieval. A modest 5% penetration in 1990 would (produce) a revenue potential of about $1 billion."

However, Valenti stresses that "the driving force will not be the consumer's need for better methods of receiving news. It will be the value-added entertainment, educational, and household managerial services. It is also important to build a data base that offers diversified interactive services, including transactional services and interpersonal messages."

As the on-line data-base industry nears the billion-dollar level, Rubin may find it harder to gain market share. The Creative Strategies report counted over 450 on-line data bases with "new ones appearing monthly." The Input report notes that "major vendors, including IBM, Xerox, ITT, AT&T, and GTE, are positioning themselves to participate."

The faster the electronic library concept spreads in the home and in the office, the sooner will the providers of printed information begin to wonder if the losses in readers outpace the gain in revenues from data-base distributors such as Mead. Such concern probably prompted the *Reader's Digest* to lay out a reported $3 million to acquire a 51% interest in The Source, an in-home information network, and spurred McGraw-Hill to buy Data Resources, Inc.

McGraw-Hill's Herr doesn't see the problem developing in the near future. He says that internal tests among company customers exposed to both data bases and magazines did not show any falloff in readership. As long as publishers continue to feel that way, Rubin and his competitors can rest easy.

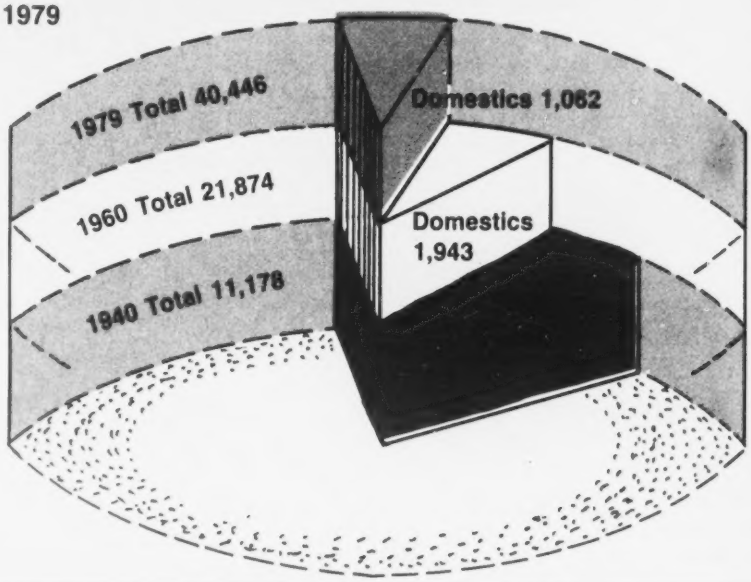
S&MM MARKETGRAPH

Household domestics may be ready for a comeback

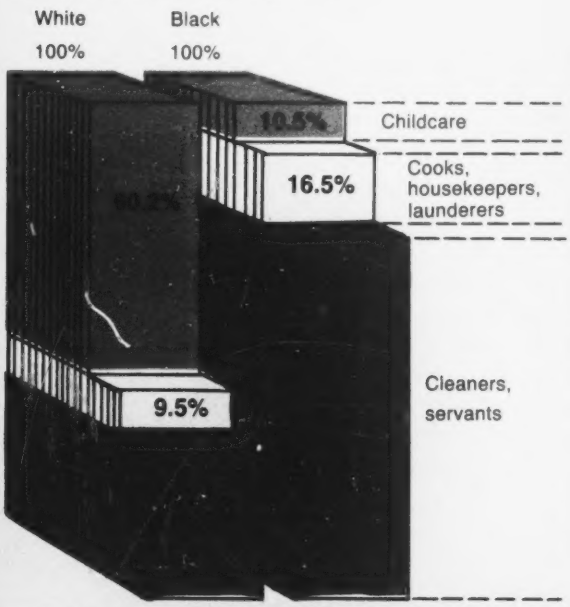
Many women who immigrated to the U.S. in the nineteenth century looked on jobs in private households as the start of a new life. More than half of all employed women in the post–Civil War years toiled in homes as housekeepers, cooks, laundresses, and maids. Today, such work is probably at the bottom of the list when a young woman starts her job search, and domestics total little more than one million, vs. almost 2 million in 1960. Most are consigned to the role by inadequate education, old age, and lack of job skills. However, economist Allyson Grossman of the Bureau of Labor Statistics says the long-term decline may be reversed. She reasons that the increase in women working away from the home will create demand for household domestics, many in a cleaning company's uniform.

From 20.4% in 1940 to 2.6% in 1979

Employed women (000)

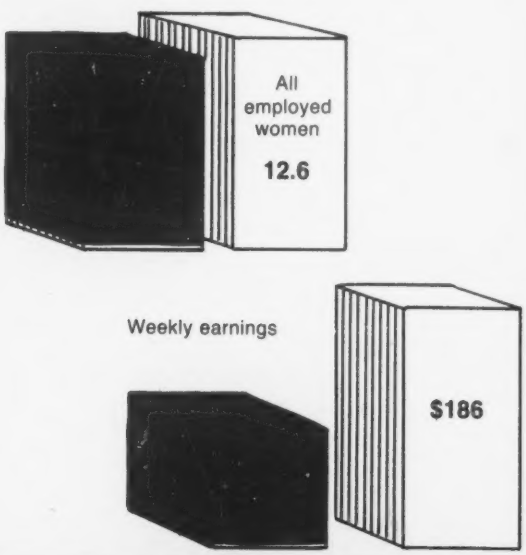


Sharp distinctions by race



Where lack of education hurts

Median school years completed



Source: Bureau of Labor Statistics, *Woman in Domestic Work: Yesterday and Today*, Special Labor Force Report 242.

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AN S&MM SPECIAL SECTION

Getting ahead with incentives

AN EXCLUSIVE S&MM SURVEY

Inspiration at the right price

By SALLY SCANLON
Senior Editor

There's no mystery to why nearly two-thirds of the sales executives who responded to a recent S&MM survey plan to offer merchandise, travel, and cash incentives to their sales organizations this year. Two comments from respondents sum up the prevailing attitude:

- "Incentives stimulate greater concentration of effort in a down market."
- "The payback is there."

In a year full of uncertainties about interest rates, energy costs, and federal spending, these executives regard incentives as sure-fire stimulants to greater sales effort. Thus nearly 37% of those who use incentives plan *to increase the number* of incentive programs they offer this year compared with 1980, while one in four incentive users *will increase his 1981 incentive budget* 20% or more above last year's levels.

Those are some of the highlights of S&MM's exclusive 1981 survey on incentive usage. The survey, mailed to 1,000 S&MM subscribers in January, explored why they will—or will not—use incentive programs this year. It also asked about their incentive budgets, their awards, how they evaluate the effectiveness of their programs, to whom they offer incentives, and whether they use sales-force recognition programs. The statistics quoted in this article and the accompanying tables are based on 219 replies received by the cutoff date.

The most striking finding of the survey is that sales executives apparently are becoming more astute about incentive usage. Last year, for example, 15% of those who responded to S&MM's survey reported that they "do not formally evaluate" their programs. That has dropped to 7% this year, probably reflecting, in part, the tougher business climate, which makes just-for-fun programs more difficult to justify.

Although unit and dollar sales growth remain the most popular methods of evaluating a program's success, 27% of the respondents also measure changes in market share, compared with 19% a year ago. Moreover, 60% of incentive users measure the effectiveness of their program in two or more ways. For example, one respondent ranks his measurement factors in the following order of importance:

- dollar growth
- unit sales growth
- market share change
- salespeople's reactions to the program.

"This will be first year we are shifting from dollars to units," writes another executive. "With high inflation, dollars no longer indicate true growth."

User comments about their budgets also reveal a growing sophistication. "We're using incentives in lieu of several meetings to promote sales of particular product lines at specific times," says one marketer who

a Survey results: The totals

(Base: 219 replies)*

1. Will your company or division offer merchandise, travel, cash, or other incentives that are not a part of your regular compensation program to your own or to outside salespeople this year?

Yes	65.3%
No	34.7

2. Does your company or division have a formal recognition program for top salespeople, such as a president's club or salesman of the year award?

Yes	47.5%
No	49.8

3. Your line of business?

Industrial	59.4%
Consumer goods	30.1
Distribution	14.2
Services	3.2

4. Your annual sales?

$10 million or less	25.1%
$11–$25 million	16.9
$26–$50 million	18.3
$51–$100 million	9.6
$101–$500 million	18.7
$501 million or over	7.3

*Percentages may total more or less than 100 because of multiple answers and no answers.

b Incentive users and their plans for 1981

(Base: 143 replies)*

1. Do you plan to increase or decrease the number of merchandise, travel, or cash incentives programs you offer this year compared with the number offered last year?

Increase	37.1%
Stay the same	51.7
Decrease	11.2

2. What is your approximate 1981 budget for special incentive programs?

$4,999 or less	10.5%
$5,000–$9,999	10.5
$10,000–$24,999	17.1
$25,000–$49,999	18.1
$50,000–$99,999	10.5
$100,000–$249,999	15.2
$250,000–$499,999	4.8
$500,000–$1,999,999	1.0
$2 million or more	2.9
Other**	9.5

3. How does your 1981 budget for special incentive programs compare with the 1980 budget?

Total increases	46.9%
Up 9% or less	9.1
Up 10%–19%	11.9
Up 20% or more	25.9
Stays the same	39.9
Decreases	8.4

4. To whom will you offer your special incentive programs?

Own field salespeople	78.3%
Field sales managers	37.8
Distributor salespeople	26.6
Reps, brokers, or other outside agents	18.2
Own inside salespeople	15.4
Other	9.1

5. What awards will you give?

Merchandise	49.7%
Travel	46.9
Cash	57.3
Noncash only	36.4
Cash only	23.1
Cash plus noncash	32.2

6. How do you evaluate the effectiveness of your special incentive programs?

Measure unit sales growth	58.7%
Measure dollar growth	52.4
Measure participation	28.0
Measure change in market share	26.6
Poll salespeople for their reactions	12.6
Do not formally evaluate	7.0

7. Does your company or division have a formal recognition program for top salespeople?

Yes	61.5%
No	35.7%

8. Your line of business?

Industrial	51.7%
Consumer goods	35.7
Distribution	16.1
Services	4.2

9. Your annual sales?

$10 million or less	18.9%
$11–$25 million	14.0
$26–$50 million	21.0
$51–$100 million	11.2
$101–$500 million	23.1
$501 million or more	7.7

*Percentages may total more or less than 100 because of multiple answers and no answers.
**Percentage of sales; specific dollar-value for each award; etc.

c Non-users and their future incentive plans

(Base: 76 replies)*

1. Why won't you use merchandise, travel, or special cash incentives this year?

Against company policy	38.2%
Too costly	22.4
Tried them and they didn't accomplish our objectives	11.8
We feel they are unfair	6.6
Other**	28.9

2. Has your company or division used any merchandise, travel, or special cash incentives within the past three years?

Yes	21.0%
No	65.8

3. Do you plan to offer such incentives next year?

Yes	11.8%
No	63.2
Maybe	11.8

4. Does your company or division have a formal recognition program for top salespeople?

Yes	21.1%
No	76.3

5. Your line of business?

Industrial	73.7%
Consumer goods	19.7
Distribution	10.5
Services	1.3

6. Your annual sales?

$10 million or less	36.8%
$11–$25 million	22.4
$26–$50 million	13.2
$51–$100 million	6.6
$101–$500 million	10.5
$501 million or over	6.6

*Percentages may total more or less than 100 because of multiple answers and no answers.
** Feel that commissions or bonuses are adequate; sales force too small; "not appropriate to our business."

AN S&MM SPECIAL SECTION

Getting ahead with incentives

plans to increase the number of incentive programs he offers this year. Another who is increasing his incentive activity notes that, "We're putting increased emphasis on short-term sales because of the more competitive environment." Incentives are a key part of his strategy.

Others say they are increasing the number of incentive programs they will offer this year to spur their sales organizations to do such things as the following:

- ♦ increase sales of special products or specific product groups
- ♦ open new accounts
- ♦ get more attention from distributors
- ♦ improve market share
- ♦ enhance market penetration techniques.

Sales executives who plan to run the same number of contests this year as last also have specific reasons for doing so. "Incentive programs are effective only in limited product lines, in which short-term (one year or less) results can be achieved and measured," writes an executive who is maintaining his activity at 1980 levels. Another explains, "We use a three-year promotion cycle. The first year we have a large-scale promotion. The second and third years we have medium-scale promotions. This is the third year."

By far, the chief reason given for maintaining 1980's level of activity, however, is that it was adequate to do the job. "I believe we already have a proper balance and mix," one marketer comments. Says another, "The level of activity doesn't have to change."

While 37% of incentive users will increase the number of programs they offer this year, slightly over half (51.7%) plan to run the same number as they did last year, and 11.2% will decrease their activity. Most of the cuts are a result of budget dips and concern about rising costs. But some marketers are transferring a portion of their promotion dollars into commissions and bonuses.

Incentive budgets have not been increased or decreased in direct ratio to the number of programs a company is offering. Thus 24% of those who plan to offer the same number of programs this year as last are increasing their budgets, half of them by 10% or more. In comparison, 90.6% of those who are increasing their incentive activity are also increasing their budgets, with 64.2% of them boosting their budgets by 20% or more. Although 11% of all users plan to cut the number of programs they offer this year, only 8% (or about two-thirds) have cut their budgets. The others will maintain budgets at 1980 levels.

Company policy is the most common factor cited as a barrier to incentive usage among those who do not plan to offer incentives this year. But mounting inflation and rising selling costs evidently are also problems. Fully 22% of the non-users, vs. only 14% last year, will not offer incentives because they are "too costly." Other reasons given for not using them include: "Not appropriate to our business," "sales force too small," "have a bonus [or commission] program," and

Where the dollars go

Incentive spending continues to climb* . . .

	1981**	1980	1979	1978	1977
Merchandise ($ Mil.)	$1,814.1	1,558.5	$1,392.7	$1,213.6	$1,033.9
Travel ($ Mil.)	490.8	440.6	411.4	361.3	291.4
Total ($ Mil.)	**2,304.9**	**1,999.1**	**1,804.1**	**1,574.9**	**1,325.3**

. . . as marketers try to hold the line on costs

Average unit cost of merchandise and travel awards

	1981	1980	1979	1978	1977
Merchandise	N.A.	$ 276	$ 277	$237	$ 150
Travel***	N.A.	1,450	1,208	931	1,071

*Excludes program promotion costs and the cost of cash and recognition awards.
**Estimate.
***Per couple.
N.A.—Not available
Source: *Incentive Marketing*, January 1981 and October 1980; *Incentive Marketing Facts*, December 1979, 1978.

AN S&MM SPECIAL SECTION

Getting ahead with incentives

in one case, "complete apathy on the part of top management."

One marketer explains, "We use trade promotions suggested by our reps and tailored for their particular territories so as to get their best cooperation. Our business is growing steadily." Says another, "All the sales personnel are owners of the company. An incentive program does not interest us at present."

Nearly 12% of the non-users, however, plan to offer incentives next year. A like percentage wrote that they may do so.

Merchandise and cash remain the most popular awards among the survey respondents. Almost 50% use merchandise and 57% use cash. That's off slightly from last year's percentages of 53% and 60% respectively. In contrast, travel has grown more popular. Nearly 47% of the executives now offer it as a prize, compared with 42% last year.

About one-third of marketers (32%) offer a combination of cash and noncash awards to inspire their sales forces to greater achievement. That percentage is exactly the same as last year. Fewer executives plan to give only cash prizes, 23% this year vs. 30% in 1980. To many industry observers, that is another sign of increased sophistication about incentive usage. The reason: Most marketers consider merchandise and travel more memorable than cash. Also, unlike those awards, they can't buy cash at a discount.

The most frequent beneficiaries of the incentives offered by S&MM survey respondents are the company's direct sales organizations. In fact, nearly 60% offer programs *only* to their own salespeople or field sales managers. Seventeen percent offer programs only to outside agents (distributors, reps, brokers, and so on), while 24% have incentive programs for both their own salespeople and outside sales organizations. Some companies also offer incentives to service people, to retail salespeople, or to customers.

In general, marketers who have programs only for their outside sales organizations tend to rely a bit more heavily on cash awards. Those who offer incentives to both their own and outside forces use significantly more merchandise (61.8%) and travel (55.9%) than the average figures for survey respondents, which are 49.7% and 46.9%, respectively.

The survey responses also suggest that a company's size and line of business influence the use of incentive programs. For example, 76.9% of companies with annual sales of $51 million or more use incentive programs. Only 49% of companies with sales of $10 million or less use them.

Consumer-goods marketers are more likely to use incentives than industrial companies, especially among smaller companies. Seventy-one percent of consumer-goods companies with annual sales of under $26 million use merchandise,

Incentives can be specific trip, cash, or merchandise awards or prize points that let winners choose from a catalogue like the one above.

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travel, and cash incentives. Only 39% of industrial companies that size use them. Among larger companies, however, 85% of consumer-goods marketers and 72% of industrial companies are incentive users.

Marketers of all types and sizes offer sales force recognition programs, but they are much more prevalent among companies that also offer incentive programs. Thus, 62% of incentive users, but only 22% of the non-users, offer formal recognition programs. The awards range from plaques, rings, trophies, watches, and pins to sports coats, attaché cases, special calling cards, cash, and dinners and trips with spouses. One company even gives extra insurance and car-allowance benefits to its recognition winners.

Recognition is generally reserved for the top-volume producers or quota-busters. A few companies, however, also recognize special achievements and sales-support activities. One marketer, who builds all those factors into an annual recognition program, evaluates salespeople by applying the following criteria:

Volume increase	25%
Daily reports	25
Contest standing	20
Collection record	10
Knowledge of business	10
Specific assignments	5
General attitude	5

All in all, sales executives seem satisfied with their incentive and recognition programs. As one respondent put it, "The right plan always works." S&MM

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SALES & MARKETING MANAGEMENT

SPECIAL 1981 OUTLOOK
Shipments forecasts for major customer industries
Page 14.

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What's coming up

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An S&MM Special Section: Industrial Advertising. As ad costs spiral, industrial marketers are devising ways to make their efforts more productive. Case histories and an exclusive S&MM survey. June 8.

Keep on truckin'. The signing of the trucking industry deregulation bill has altered the way freight haulers do business. That's one reason truck manufacturers are gearing up for a shift in marketing strategies. July 6.

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Because S&MM is almost totally staff written, only a very small number of contributed articles can be accepted for publication. For that reason, contributors are urged to submit an initial query along with an outline.

All unsolicited manuscripts must be accompanied by a return envelope with sufficient first-class postage. We regret that those arriving without such postage cannot be returned.

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How prospecting for profitable sales pays

THAYER C. TAYLOR
Editorial Director
Survey of Industrial Purchasing Power

Paraphrasing the popular maxim, "Nothing happens until somebody sells something," one might point out that nothing really happens without a sales lead. Before a sale can be made, prospects must be found and converted to customers via a carefully planned sales strategy.

This is especially true in industrial marketing, where information on the **who, where,** and **what** of sales targets is much skimpier than in consumer marketing. Fortunately, industrial marketers have an annual update on the three Ws, namely, *Sales & Marketing Management's Survey of Industrial Purchasing Power.*

The *Survey* gives marketers the most up-to-date published source of statistical information on 4-digit Standard Industrial Classification (SIC) industries and their geographical distribution at the county level (see page 26 for SIC description). With this powerful decision aid, the industrial marketer can be confident:

- **Market planning** is attuned to the most recent changes in the marketing environment.
- **Territorial coverage** reaches all viable prospects.
- The **sales force is deployed** according to where return-on-investment is promising, and quotas are set realistically.
- **Customer industries** are properly targeted.
- **A fair share of the sales potential** is being realized.

In tapping the *Survey*'s rich lode of information, the marketer must keep two factors in mind: (1) data apply only to manufacturing establishments with 20 or more employees; (2) information is organized on a 4-digit SIC industry basis.

While plants with 20 or more employees represent less than one-third of all manufacturing establishments, they produce 95% of industry output. Considering the cost of a sales call, it makes little sense to provide data on the "missing" two-thirds of plants, which represent only 5% of total sales potential.

The beauty of the SIC system is its inherent flexibility, en-

SURVEY HIGHLIGHT

Top 10 states in manufacturing shipments

1980 Rank	State	1980 Shipments ($ Mil.)	% Of U.S.	No. Of Plants	% Of U.S.	Average Shipments Per Plant ($000)	Shipments Index
1.	California	$ 131,187	7.5925%	11,773	8.4695%	$11,143	90
2.	Illinois	121,437	7.0283	10,011	7.2019	12,130	98
3.	Ohio	118,044	6.8319	8,815	6.3415	13,391	108
4.	Texas	114,976	6.6543	6,729	4.8408	17,087	137
5.	Pennsylvania	110,747	6.4096	8,037	5.7818	13,780	111
6.	Michigan	104,540	6.0504	7,411	5.3315	14,106	113
7.	New York	101,051	5.8484	11,310	8.1364	8,935	72
8.	New Jersey	71,585	4.1419	7,004	5.0387	10,218	82
9.	Indiana	62,765	3.6325	3,574	2.5711	17,561	141
10.	North Carolina	54,404	3.1488	4,583	3.2970	11,871	96
	10-state total	**$ 990,716**	**57.3384%**	**79,247**	**57.0102%**	**$12,502**	**101**
	U.S. total	**$1,727,839**	**100.0000%**	**139,005**	**100.0000%**	**$12,430**	**100**

Note: % of U.S. shipments and 10-state total shipments calculated from unrounded data found in regional summary table on page 7.
Shipments: Output of all plants with 20 or more employees. No. Of Plants: Establishments with 20 or more employees. Average Shipments Per Plant: Mathematical average computed by dividing total plants into total shipments. Shipments Index: State's average shipments per plant as a ratio of the all-U.S. average, $12,430, which represents 100.
Source: *Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power.*
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SURVEY HIGHLIGHT

Regional and state summaries of manufacturing markets

Region & State	Total Plants	Large Plants	1980 Shipments ($ Mil.)	% Of U.S.	Average Shipments Per Plant ($000)	Plant Index U.S. = 100	% Shipments In Large Plants
NEW ENGLAND	**11,405**	**3,451**	**$104,074.3**	**6.0234%**	**$ 9,125**	**73**	**78%**
Connecticut	3,055	880	31,658.1	1.8322	10,363	83	82
Maine	880	314	8,299.1	.4803	9,431	76	79
Massachusetts	5,003	1,542	45,792.1	2.6503	9,153	74	78
New Hampshire	824	293	6,906.5	.3997	8,382	67	79
Rhode Island	1,228	305	8,572.5	.4961	6,981	56	69
Vermont	415	117	2,846.0	.1647	6,858	55	68
MIDEAST	**29,513**	**8,228**	**$313,575.8**	**18.1484%**	**$10,998**	**88**	**81%**
Delaware	260	91	5,291.9	.3063	20,353	164	89
Dist. of Columbia	164	34	1,879.0	.1087	11,457	92	80
Maryland	1,738	597	23,041.6	1.3336	13,258	107	84
New Jersey	7,004	1,817	71,565.1	4.1419	10,218	82	78
New York	11,310	2,883	101,051.0	5.8484	8,935	72	77
Pennsylvania	9,037	2,806	110,747.2	6.4096	13,780	111	85
GREAT LAKES	**33,271**	**9,880**	**$452,251.8**	**26.1744%**	**$13,593**	**109**	**84%**
Illinois	10,011	2,974	121,437.3	7.0283	12,130	98	82
Indiana	3,574	1,380	62,764.5	3.6325	17,561	141	86
Michigan	7,411	1,715	104,540.3	6.0504	14,106	113	86
Ohio	8,815	2,727	118,044.4	6.8319	13,391	108	85
Wisconsin	3,460	1,084	45,465.3	2.6313	13,140	106	83
PLAINS	**10,547**	**2,938**	**$131,168.1**	**7.5915%**	**$12,437**	**100**	**76%**
Iowa	1,735	439	23,801.7	1.3775	13,719	110	74
Kansas	1,718	372	22,384.8	1.2955	13,030	105	78
Minnesota	2,714	840	32,735.4	1.8946	12,062	97	80
Missouri	3,215	967	37,759.5	2.1854	11,745	94	81
Nebraska	722	223	10,282.2	.5951	14,241	115	74
North Dakota	145	27	1,364.8	.0790	9,412	76	52
South Dakota	298	70	2,839.7	.1643	9,529	77	64
SOUTHEAST	**27,648**	**10,196**	**$360,021.7**	**20.8365%**	**$13,023**	**105**	**83%**
Alabama	2,164	854	28,336.4	1.6400	13,094	105	81
Arkansas	1,600	560	18,356.5	1.0624	11,473	92	77
Florida	3,738	893	30,858.6	1.7860	8,255	66	72
Georgia	3,396	1,203	38,670.3	2.2381	11,387	92	80
Kentucky	1,650	598	28,590.5	1.6547	17,328	139	86
Louisiana	1,361	482	36,344.1	2.1034	26,317	212	88
Mississippi	1,585	578	17,186.8	.9947	10,982	88	78
North Carolina	4,583	1,924	54,403.5	3.1486	11,871	96	84
South Carolina	1,924	906	26,817.0	1.5521	13,938	112	86
Tennessee	2,952	1,213	37,593.3	2.1757	12,735	102	86
Virginia	1,925	726	28,678.6	1.6598	14,898	120	86
West Virginia	767	254	14,186.1	.8210	18,496	149	88
SOUTHWEST	**9,355**	**2,792**	**$155,381.8**	**8.9928%**	**$16,609**	**134**	**83%**
Arizona	825	192	12,126.0	.7018	14,698	118	84
New Mexico	327	76	4,187.2	.2423	12,805	103	69
Oklahoma	1,474	389	24,092.8	1.3944	16,345	131	84
Texas	6,729	2,135	114,975.8	6.6543	17,087	137	84
ROCKY MOUNTAIN	**2,754**	**702**	**$ 34,596.5**	**2.0023%**	**$12,562**	**101**	**78%**
Colorado	1,293	311	14,372.5	.8318	11,116	89	76
Idaho	362	117	4,180.4	.2419	11,548	93	73
Montana	257	49	3,857.3	.2232	15,009	121	77
Utah	679	196	9,038.4	.5231	13,311	107	79
Wyoming	163	29	3,147.9	.1822	19,312	155	68
FAR WEST	**15,515**	**4,303**	**$176,768.7**	**10.2306%**	**$11,393**	**92**	**79%**
California	11,773	3,313	131,186.7	7.5925	11,143	90	80
Nevada	108	26	1,043.7	.0604	9,664	78	69
Oregon	1,863	509	18,005.6	1.0421	9,665	78	71
Washington	1,771	455	26,532.7	1.5356	14,982	121	82
U.S.	**139,006**	**42,490**	**$1,727,838.7**	**100.0000%**	**$12,430**	**100**	**82%**

Total Plants: Establishments with 20 or more employees. **Large Plants:** Establishments with 100 or more employees. **Shipments:** Output of all establishments. **% Of U.S.:** Share of U.S. total shipments. **Average Shipments Per Plant:** Mathematical average computed by dividing total plants into total shipments. **Plant Index:** State's average shipments per plant as a ratio of all-U.S. average, $12,430, which represents par, or 100; number above or below 100 indicates degree by which state is above or below the U.S. norm. **% Shipments In Large Plants:** Share of shipments accounted for by plants with 100 or more employees.

Note: Details may not add up to total due to rounding.

Source: Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power.

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abling the user to adjust the coding to fit the size of his sales force. Under ideal conditions, a marketer will have each salesperson specialize in a particular 4-digit industry so that sales proposals can be made "in the language of the customer."

A marketer who must operate with a smaller sales force can still benefit from the SIC approach by using the first three digits of the code. For example, a marketer who sells to the electronic and electrical equipment industry may not have enough salespeople to specialize in each of the 39 industry sectors (see page 30 for listing of SIC industries.) Consequently, he can use the first three digits for his sales targets and have a salesperson focus on SIC 364, say, for different kinds of lighting equipment.

A marketer with a smaller sales force can go one step further and organize his salespeople around the first two digits, such as SIC 20 for the food industry. Thus, the *Survey*'s industry data serve the marketer regardless of sales force size.

In analyzing the *Survey*'s annual update, the marketer wants to be confident his sales strategy is attuned to the latest changes in customer markets. While government censuses serve as effective benchmarks, the lateness with which results are published vitiates much of their usefulness. Even the gov-

SURVEY HIGHLIGHT

Top 50 counties in manufacturing activity

1980 Rank	County	State	1980 Total Shipments ($ Mil.)	1980 Total Plants	Average Shipments Per Plant ($000)	Leading SIC Industry	Shipments of Leading SIC ($ Mil.)	Shipments As Share Of: U.S. SIC Total	Shipments As Share Of: All-Mfg. County Total
1.	Los Angeles	CA	$ 61,598	5,842	$ 10,544	2911	$ 9,555	6.1%	15.5%
2.	Cook	IL	60,678	6,160	9,850	2911	3,481	2.2	5.7
3.	Wayne	MI	31,242	1,745	17,903	3711	8,865	13.2	28.4
4.	Harris	TX	25,015	1,344	18,612	2911	9,171	5.9	36.7
5.	Cuyahoga	OH	17,714	1,906	9,294	3714	1,819	5.8	10.3
6.	Jefferson	TX	17,246	102	169,082	2911	15,396	9.8	89.3
7.	Hamilton	OH	14,803	906	16,339	2841	1,649	20.7	11.1
8.	Santa Clara	CA	14,047	693	20,270	3573	2,796	11.6	19.9
9.	New York	NY	13,551	2,896	4,679	2721	2,270	30.1	16.8
10.	Middlesex	MA	13,164	1,284	10,252	3573	1,613	6.7	12.3
11.	Philadelphia	PA	12,993	1,297	10,018	2911	2,031	1.3	15.6
12.	Oakland	MI	12,403	1,082	11,463	3711	7,150	10.6	57.6
13.	Milwaukee	WI	11,972	862	13,888	2082	1,295	15.0	10.8
14.	Jefferson	KY	11,862	418	28,377	2111	2,288	22.7	19.3
15.	St. Louis Ind. City	MO	11,702	934	12,528	3721	2,291	10.0	19.6
16.	Union	NJ	11,331	737	15,374	2911	3,824	2.4	33.8
17.	Allegheny	PA	11,169	710	15,732	3312	4,072	8.1	36.5
18.	Dallas	TX	10,492	1,142	9,187	3585	561	3.2	5.3
19.	Hennepin	MN	10,049	995	10,100	3573	690	2.9	6.9
20.	Fairfield	CT	9,874	890	11,094	3721	1,495	6.5	15.1
21.	Middlesex	NJ	9,793	648	15,113	2844	1,003	10.9	10.2
22.	Marion	IN	9,767	570	17,136	2834	781	4.7	8.0
23.	Orange	CA	9,628	1,032	9,329	3662	1,376	5.9	14.3
24.	Erie	NY	9,599	578	16,608	3312	1,695	3.4	17.7
25.	Monroe	NY	9,474	410	23,108	3861	5,374	35.2	56.7
26.	King	WA	9,270	719	12,893	3721	1,714	7.5	18.5
27.	Hartford	CT	9,213	804	11,459	3724	2,800	25.9	30.4
28.	Genesee	MI	9,032	116	77,858	3711	6,831	10.2	75.6
29.	Bergen	NJ	8,976	1,122	8,000	2844	450	4.9	5.0
30.	Jackson	MO	8,716	501	17,397	2911	1,640	1.0	18.8
30.	Nassau	NY	8,716	1,068	8,161	3721	2,363	10.3	27.1
32.	East Baton Rouge	LA	8,408	95	88,502	2911	6,605	4.2	78.6
33.	Delaware	PA	7,919	228	34,733	2911	4,435	2.8	56.0
34.	Baltimore Ind. City	MD	7,814	522	14,970	3312	2,536	5.0	32.5
35.	Maricopa	AZ	7,773	600	12,956	3674	1,055	14.0	13.6
36.	Lake	IN	7,660	188	40,745	2911	2,682	1.7	35.0
37.	Ramsey	MN	7,598	393	19,334	3573	1,492	6.2	19.6
38.	Lucas	OH	7,585	415	18,276	2911	2,612	1.7	34.4
39.	Hudson	NJ	7,554	753	10,032	3661	970	7.6	12.8
40.	Madison	IL	7,471	95	78,640	2911	4,425	2.8	59.2
41.	Tarrant	TX	7,370	598	12,324	3721	1,614	7.1	21.9
42.	Macomb	MI	7,113	723	9,838	3714	1,388	4.4	19.5
43.	Kings	NY	7,030	1,357	5,181	2834	389	2.3	5.5
44.	New Haven	CT	6,989	818	8,544	2869	387	1.3	5.5
45.	Essex	NJ	6,983	937	7,452	2833	1,071	36.2	15.3
46.	Alameda	CA	6,911	675	10,238	3711	1,322	2.0	19.1
47.	Montgomery	OH	6,855	501	13,682	3714	1,854	5.9	27.0
48.	Trumbull	OH	6,744	157	42,953	3711	1,929	2.9	28.6
49.	Montgomery	PA	6,742	642	10,502	2834	608	3.7	9.0
50.	Providence	RI	6,325	986	6,415	3911	537	22.0	8.5
	50-county total		**$623,932**	**50,196**	**$ 12,430**	**N.A.**	**$146,248**	**N.A.**	**23.4%**

N.A.—Not applicable.

Total Shipments: Output of all manufacturing establishments. **Total Plants:** Number of establishments with 20 or more employees. **Average Shipments Per Plant:** A mathematical average computed by dividing number of plants into total shipments. **Leading SIC:** The 4-digit manufacturing industry with the largest volume of shipments among those listed within the county. The next three columns refer to the leading SIC industry: its shipments by plants within the county, and those shipments as a share of the industry's U.S. total and as a share of the county's all-manufacturing total. For SIC definitions, see the table starting on page 30.

Note: Details may not add to totals due to rounding.

Source: *Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power.*

[E] Sales & Marketing Management.

ernment's annual surveys appear at least two years after the fact.

As a result, industrial marketers rely increasingly on proprietary data bases that produce up-to-date information on the real world. Such a data base is that of Economic Information System (EIS), New York City, the source of the *Survey*'s data. EIS refines its plant listings every day as new information is gathered from various sources.

Marketers who rely on plant counts for the universe of customers and prospects to be called on will note that this year's *Survey* shows a slight (1%) dip in total manufacturing establishments—from 140,326 to 139,005. This was mostly due to a falloff in large plants, with 100 or more employees, which should be considered key accounts. They slipped 3%, from 43,835 to 42,490. This means that marketers must plan more carefully in selling to key plants because, with fewer of them around, it will be harder to make up for the lost business when one of them switches to the competition.

Deployment of the sales force is affected by year-to-year changes in the marketing environment. Manufacturing plants, like population, have a mobility dynamics of their own. Last year, the number of total plants rose 6% in New England and 3% in the Plains and Far West (see Regional and state summaries on page 7). In sharp contrast, the Rocky Mountain region experienced a 7% decline in plant count, the Southeast a 5% drop. Among the important key plants, every region but two suffered a decline. The exceptions were the Southwest and Plains states, where there was little change for plants with 100 or more employees.

Marketers who aim their selling strategies at specific industries will learn that total plants increased for seven 2-digit industries, but declined for 11 industries. The most sig-

SURVEY HIGHLIGHT

50 leading industrial metropolitan markets

1980 Rank	Metro Market	1980 Shipments ($ Mil.)	% Of U.S.	Total Plants	Average Shipments Per Plant ($000)
1.	Chicago	$ 77,830	4.50%	7,684	$ 10,129
2.	Los Angeles-Long Beach	61,598	3.57	5,842	10,544
3.	Detroit	52,365	3.03	3,767	13,901
4.	New York	44,019	2.55	7,197	6,116
5.	Philadelphia	42,371	2.45	3,421	12,386
6.	Houston	30,440	1.76	1,478	20,596
7.	Boston	29,891	1.73	3,244	9,214
8.	St. Louis	26,328	1.52	1,647	15,985
9.	Newark, NJ	24,189	1.40	2,132	11,345
10.	Cleveland	20,780	1.20	2,290	9,074
11.	Minneapolis-St. Paul	20,391	1.18	1,656	12,313
12.	San Francisco-Oakland	19,839	1.15	1,884	10,530
13.	Dallas-Fort Worth	19,506	1.13	1,974	9,881
14.	Pittsburgh	18,947	1.10	1,090	17,383
15.	Beaumont-Port Arthur-Orange	18,800	1.09	143	131,466
16.	Cincinnati	16,870	0.98	1,113	15,157
17.	Milwaukee	15,680	0.91	1,322	11,861
18.	Baltimore	14,983	0.87	990	15,134
19.	Kansas City	14,759	0.85	934	15,802
20.	San Jose	14,047	0.81	693	20,270
21.	Nassau-Suffolk	13,437	0.78	1,763	7,622
22.	Buffalo	13,313	0.77	715	18,620
23.	Louisville	13,046	0.76	512	25,481
24.	Atlanta	12,662	0.73	1,104	11,469
25.	Greensboro-Winston-Salem-High Point, NC	11,674	0.68	799	14,611
26.	Seattle-Everett	11,305	0.65	841	13,442
27.	Indianapolis	11,125	0.64	703	15,825
28.	Rochester, NY	10,922	0.63	552	19,787
29.	Hartford-New Britain-Bristol, CT	10,378	0.60	983	10,558
30.	Gary-Hammond-East Chicago, IN	10,081	0.58	223	45,207
31.	Toledo	9,905	0.57	604	16,399
32.	Bridgeport-Stamford-Norwalk-Danbury, CT	9,874	0.57	890	11,094
33.	Baton Rouge, LA	9,831	0.57	148	66,426
34.	New Brunswick-Perth Amboy-Sayreville, NJ	9,793	0.57	648	15,113
35.	Anaheim-Santa Ana-Garden Grove	9,628	0.56	1,032	9,329
36.	Flint	9,440	0.55	167	56,526
37.	Denver-Boulder	9,432	0.55	893	10,562
38.	Youngstown-Warren, OH	8,883	0.51	359	24,743
39.	Allentown-Bethlehem-Easton, PA	8,501	0.49	576	14,759
40.	Portland, OR	8,367	0.48	890	9,402
41.	Dayton, OH	8,334	0.48	652	12,783
42.	Providence-Warwick-Pawtucket, RI	8,249	0.48	1,208	6,828
43.	Phoenix	7,773	0.45	600	12,956
44.	Jersey City, NJ	7,554	0.44	753	10,032
45.	Columbus, OH	7,507	0.43	637	11,786
46.	Wichita, KS	7,118	0.41	352	20,222
47.	New Haven-West Haven-Waterbury-Meriden, CT	6,989	0.40	818	8,544
48.	Memphis	6,818	0.39	570	11,961
49.	Greenville-Spartanburg, SC	6,705	0.39	503	13,330
50.	Tulsa	6,524	0.38	519	12,571

Metro Market: Component counties can be found in the *1980 Survey of Buying Power* and *Survey of Buying Power—Part II*. A list of S&MM's 300 metropolitan markets, as they appeared in the 1980 *Surveys*, is on page 35. The federal government is currently redefining metropolitan markets and hopes to make a new listing available on June 1, too late for this issue. **Shipments:** Output of all manufacturing establishments with 20 or more employees in the metropolitan market. **% Of U.S.:** Market's share of total U.S. shipments. **Total Plants:** Number of establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing number of plants into total shipments.
Source: *Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power.*
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nificant gains occurred in SIC 27 printing & publishing, up 5% and SIC 30 rubber & plastics, up 3%. The sharpest falloffs affected SIC 20 food and SIC 21 tobacco, each down 8%, and SIC 22 textile mills and SIC 23 apparel, each down 7%.

Shifts in the number of plants to be called on tell the marketer where changes in selling emphasis should be made. Obviously, if a particular industry represents fewer prospective customers, the potential loss in sales must be made up elsewhere.

Once he has familiarized himself with the broad changes reshaping industrial markets, the marketer seeks to learn how the convolutions affect his strategy at the sales territory level. Here, the *Survey*'s county detail enables him to decide where marketing decisions about applying selling emphasis are needed most.

To get a fix on the effectiveness of his territorial coverage plan, the marketer will list the counties of his sales territories and the number of accounts in

SURVEY HIGHLIGHT

Profile of the 50 biggest manufacturing industries

1980 Rank	SIC	Industry	1980 Shipments ($ Mil.)	Total Plants	Shipments Per Plant ($000)	Index U.S. = 100	% Shipments Large Plants	1981 Forecast Shipments
1.	2911	Petroleum refining	$156,406	334	$468,283	3,767	92%	NA
2.	3711	Motor vehicles & car bodies	67,229	162	414,994	3,338	99	+30%
3.	3312	Blast furnaces & steel mills	50,564	341	148,280	1,192	98	+22[1]
4.	2011	Meat packing plants	38,797	1,112	34,890	280	80	+13
5.	3714	Motor vehicle parts & accessories	31,531	1,244	25,347	203	93	NA
6.	2869	Industrial organic chemicals, NEC	30,158	449	67,168	540	89	+15
7.	3079	Miscellaneous plastics products	25,632	4,547	5,637	45	65	NA
8.	3573	Electronic computing equipment	24,176	531	45,530	366	95	+26
9.	3662	Radio & tv communication equipment	23,510	1,104	21,295	171	90	+14
10.	3721	Aircraft	22,832	99	230,621	1,855	99	− 2
11.	2621	Paper mills, except building paper	18,589	348	53,416	429	97	+ 5[2]
12.	3585	Refrigeration & heating equipment	17,310	534	32,416	260	89	+12
13.	2026	Fluid milk	16,824	981	17,150	137	68	+12
14.	2834	Pharmaceutical preparations	16,582	461	35,970	289	92	+17
15.	3531	Construction machinery	16,248	481	33,779	271	92	+12
16.	2711	Newspapers	16,084	2,435	6,605	53	76	+10
17.	3861	Photographic equipment & supplies	15,275	392	38,967	313	86	NA
18.	2821	Plastics materials & resins	13,714	472	29,055	233	87	+12
19.	2086	Bottled & canned soft drinks	12,956	1,591	8,143	65	58	+14
20.	3661	Telephone & telegraph apparatus	12,713	223	57,010	458	97	+10
21.	2421	Sawmills & planing mills, general	12,464	1,973	6,317	50	57	+16
22.	3465	Automotive stamping	12,302	195	63,088	507	96	NA
23.	2752	Commercial printing, lithographic	11,773	1,811	6,501	52	52	+11[3]
24.	2048	Prepared feeds, NEC	11,287	1,002	11,265	90	36	+10
25.	2051	Bread, cake & related products	11,219	1,421	7,895	63	82	+11
26.	3523	Farm machinery & equipment	11,041	862	12,809	103	80	+11
27.	3599	Machinery, except electrical, NEC	10,997	3,081	3,569	28	36	NA
28.	3724	Aircraft engines & engine parts	10,828	154	70,310	565	96	+15
29.	2013	Sausage & other prepared meats	10,784	688	15,674	126	69	+13
30.	2819	Industrial inorganic chemicals, NEC	10,769	539	19,980	160	84	+16
31.	2631	Paperboard mills	10,486	209	50,172	403	94	+ 5[4]
32.	3011	Tires and inner tubes	10,226	129	79,270	637	98	+18
33.	2111	Cigarettes	10,086	12	840,492	6,761	100	NA
34.	2075	Soybean oil mills	9,783	77	127,052	1,022	54	+14
35.	3357	Nonferrous wire drawing & insulating	9,334	266	35,090	282	91	NA
36.	3273	Ready-mixed concrete	9,330	1,480	6,304	50	34	+16
37.	3519	Internal combustion engines, NEC	9,295	122	76,189	612	96	NA
38.	2844	Toilet preparations	9,226	260	35,483	285	91	+17
39.	2022	Cheese, natural & processed	9,002	310	29,039	233	66	+14
40.	3443	Fabricated plate work, boiler shops	8,842	1,132	7,811	62	75	NA
41.	2082	Malt beverages	8,641	89	97,091	781	98	+12
42.	3411	Metal cans	8,512	373	22,821	183	88	+11
43.	2824	Organic fibers, noncellulosic	8,498	60	141,635	1,139	99	NA
44.	2851	Paints & allied products	8,478	879	9,645	77	61	+10
45.	3353	Aluminum sheet, plate & foil	8,427	62	135,911	1,093	96	+14[5]
46.	2653	Corrugated & solid fiber boxes	8,420	1,075	7,832	63	75	+13
47.	3731	Ship building & repairing	8,179	301	27,172	218	95	+ 6
48.	3321	Gray iron foundries	8,153	783	10,412	83	84	+13[6]
49.	2099	Food preparations, NEC	8,051	755	10,664	85	68	+ 8
50.	2841	Soap & other detergents	7,957	263	30,256	243	80	+14
		50-industry total	**$919,519**	**38,204**	**$24,069**	**193**	**86%**	**NA**

NA—Not available.
NEC—Not elsewhere classified.
[1]Includes SIC 3315, 3316, and 3317.
[2]Includes SIC 2631 and 2661.
[3]Includes SIC 2751 and 2754.
[4]Includes SIC 2821 and 2861.
[5]Includes SIC 3334, 3354, 3355 and 3361.
[6]Includes SIC 3322, 3324, and 3325.

Shipments: Output of all manufacturing plants with 20 or more employees. **Total Plants:** Number of establishments with 20 or more employees. **Shipments Per Plant:** Mathematical average computed by dividing number of plants into total shipments. **Index:** Industry's average shipments per plant as a ratio of the all-U.S. average, $12,430, which represents par, or 100; number above or below 100 indicates degree of variance from the norm. **% Shipments Large Plants:** Share of industry shipments accounted for by plants with 100 or more employees. **1981 Forecast Shipments:** Estimate of 1980–81 % change in current dollars, according to forecast in U.S. Commerce Dept.'s 1981 *U.S. Industrial Outlook*.

Sources: *Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power*; U.S. Dept. of Commerce, 1981 *U.S. Industrial Outlook*.
* Sales & Marketing Management.

each territory, then compare the numbers with the *Survey*'s appropriate plant totals. A comparison of five Massachusetts counties will look like this:

	SIPP	*Company*
Middlesex	1,284	1,122
Worcester	701	693
Suffolk	634	600
Essex	554	522
Bristol	519	510
Total	**3,692**	**3,447**

The analysis reveals he is missing out on the business of 245 prospects. With this information, the sales manager can grade the effectiveness of the salespeople covering the counties, and spur them to do a better job of soliciting new business by including in their compensation package a special incentive for signing up new accounts.

A marketer who pinpoints his sales strategy at specific customer industries will do a similar analysis utilizing the 4-digit SIC industry detail. In this example, the marketer wants field sales efforts properly focussed on the important concentrations of buying power of the three biggest industries—SIC 2911 petroleum refining, SIC 3711 motor vehicles & passenger-car bodies, and SIC 3312 blast furnaces & steel mills (see Profile of 50 biggest manufacturing industries, page 12).

The *Survey* lends itself to such in-depth analysis because, when a 4-digit SIC industry has 1,000 or more employees in a county, it will be listed under the county name. After copying down the details for the counties where the three 4-digit in-

SPECIAL 1981 OUTLOOK

A big comeback for autos? Government seers think so

Industrial marketers who like to put special emphasis on the faster-growing customer industries need a new racing form every year. Yesterday's losers can be today's hot buttons.

A good case in point: the motor vehicles industry. Last year, automobile producers suffered their worst year since 1963 as output tumbled 22%. This year, a 30% increase in shipments will make the industry the second-fastest growing one, according to the Commerce Dept.'s annual *U.S. Industrial Outlook: 1981*. Apparently, Commerce's industry experts aren't as gloomy about industry prospects (they even predict imports will snag a smaller market share) as are Detroit executives and the growing body of protectionists.

Aerospace to set the pace again

Segments of the aerospace complex will be the frontrunners in the growth sweeps, just as they were last year. Combined shipments of the guided-missiles and space-vehicles sector and the space-vehicle-equipment sector will rise 31%, Commerce predicts.

Chemicals, nonelectric machinery, and transportation equipment are the major industry groups most heavily represented among this year's crop of fast-growing industry sectors. Seven 4-digit industry segments in the chemicals group are among the growth leaders, as are six each from nonelectrical machinery and transportation equipment.

Often, one industry's good fortunes rub off on a related industry. Thus, the rise in motor vehicles shipments will trigger a sharp 18% growth for tires and inner tubes.

At least two industries tabbed for high growth may have trouble justifying Commerce Dept. optimism: general sawmills and planing mills and refrigeration and heating equipment. They're closely tied to housing starts and, if the first quarter is a guide, it doesn't appear that home builders will enjoy one of their better years in 1981. Of course, a strong pickup in nonresidential construction could give a fillip to refrigeration and heating equipment shipments.

The numbers on forecasted 1981 shipments form a small part of the *Outlook*. Of equal value to marketers are the detailed analyses of more than 200 industries (which include nonmanufacturing), trend information, and statistical profiles.

This year's edition is enlarged with sections on energy and mining. There are also helpful chapters on productivity performance of individual industries, which shrewd marketers can use as the basis of selling appeals, as well as the increasing internationalization of manufacturing industries.

SIC	*Industry*	*% Growth 1980–81*	*1981 Shipments Forecast ($ Mil.)*
3761	Guided missiles & space vehicles	31%	$9,800
3769	Space vehicles equipment, NEC		
3711	Motor vehicles & passenger car bodies	30	82,800
3573	Electronic computing equipment	26	32,800
3541	Metal-cutting machine tools	26	7,594
3533	Oil-field machinery & equipment	22	9,375
3011	Tires & inner tubes	18	11,000
2834	Pharmaceutical preparations	17	21,210
2844	Cosmetics & toilet preparations	17	11,100
2819	Industrial inorganic chemicals, NEC	16	15,000
2865	Cyclic crudes & intermediates	16	12,700
2421	General sawmills & planing mills	16	11,000
3273	Ready-mixed concrete	16	10,700
2869	Industrial organic chemicals, NEC	15	53,300
3724	Aircraft engines & engine parts	15	13,500
3764	Space-propulsion units & parts		
3728	Aircraft equipment, NEC	15	10,296
3561	Pumps & pumping equipment	15	6,510
3544	Special dies, tools, jigs & fixtures	15	6,345
2841	Soaps & other detergents	14	9,197
2647	Sanitary paper products	14	7,810
2653	Corrugated & solid fiber boxes	13	11,603
2821	Plastic materials & synthetic resins	12	16,100
3585	Refrigeration & heating equipment	12	13,025
3411	Metal cans	11	11,860
2721	Periodicals	11	9,920
2731	Book publishing	11	7,110

NEC: Not elsewhere classified.
Source: U.S. Dept. of Commerce, *U.S. Industrial Outlook: 1981*. Available for $10.00 from Supt. of Documents, U.S. Govt. Printing Office, Washington, DC 20402.

dustries appear, the marketer ends up with this tabulation:

	Total Establishments	Shipments ($ Mil.)
SIC 2911	89	$95,760
SIC 3711	106	64,714
SIC 3312	161	43,449

Next, he compares these figures with the SIC industry totals listed in the section starting on page 30. By comparing his county aggregates with U.S. industry totals, he learns that the counties with 1,000 or more industry employees account for the following shares:

	% Of Plants	% Of Shipments
SIC 2911	27%	61%
SIC 3711	65	96
SIC 3312	47	86

The difference between the county aggregates and the U.S. totals stems from the counties where an industry has fewer than 1,000 employees. That is, the remaining 73% of petroleum refining plants are in counties where employment did not meet the 1,000 cutoff, hence there is no listing for SIC 2911 in those counties.

The marketer learns several things from this tabulation that he can use to sharpen his sales strategy. First, and most important, he now knows where the key concentrations of buying power of each industry are located. He can assign his most productive salespeople to those counties to make sure he will maximize the existing sales potential, or he can allo-

How to use the shipments data to compute local market employment estimates

Marketers of personal-use industrial products such as hand towels or protective eyeglasses are more dependent upon employment totals than shipments in estimating their sales potential or comparing local markets. Hence, the *Survey* includes employment totals in the SIC industry section that starts on page 30. This information can be used to develop approximations of industry employment at the local market level. Marketers who want precise employment data should consult with Economic Information Systems (EIS), whose data bank is the source of *Survey* statistics. That's because EIS, in developing shipments estimates at the county level, wisely recognizes that output-per-employee ratios within the same industry can vary from one part of the country to another because of the level of technology used in individual manufacturing plants.

In the following example, a marketer selling to machine-tools-industry segments wants to develop employment estimates for Los Angeles County, CA. Here's the simple two-step method he uses to build an employment profile for four 4-digit industries:

STEP ONE

First, using the industry totals on page 30, he develops output-per-employee ratios:

SIC	Industry	Shipments ($ Mil.)	÷ Employment	= Output Per Employee
3541	Machine tools, metal-cutting type	$2,361.1	79,730	$29,614
3544	Special dies, tools, and jigs	3,086.8	116,692	26,454
3545	Machine tool accessories	1,958.0	62,859	31,149
3546	Power driven hand tools	1,000.3	27,549	36,310

STEP TWO

Then, he goes to the county section starting on page 39, looks up Los Angeles County, CA, and divides the shipments total for each industry by the relevant output ratio to derive employment estimates.

SIC	Industry	Shipments ($ Mil.)	÷ Output Ratio	= Employment Estimate
3541	Machine tools, metal-cutting type	$50.7	$29,614	1,712
3544	Special dies, tools, and jigs	88.6	26,454	3,349
3545	Machine tool accessories	51.7	31,149	1,660
3546	Power driven hand tools	90.3	36,310	2,487

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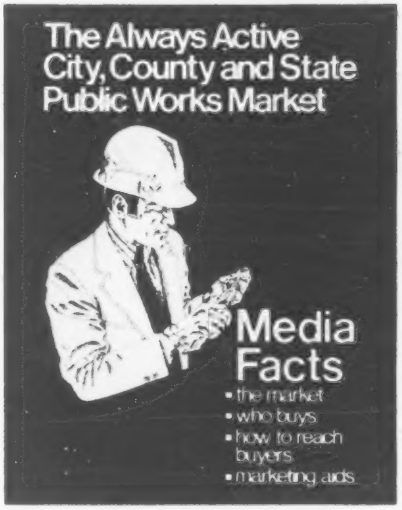

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cate an extra share of his advertising weight to those counties.

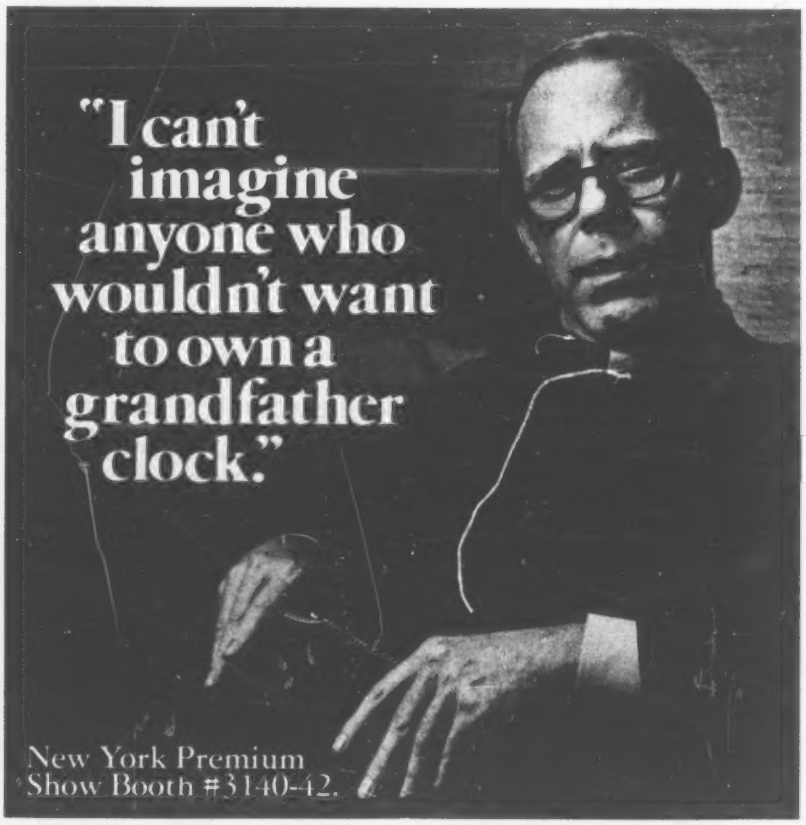
Second, by comparing the county shipments for each industry with the total business he derives from the same industries, he can calculate the share of overall sales that each territory should produce. This will be a valuable input in setting equitable sales quotas.

For example, the *Survey* information indicates that Texas should contribute at least 21% of his sales to petroleum refining accounts, Michigan at least 44% of his motor vehicles industry business, and Pennsylvania at least 27% of his steel mills business.

It may not surprise him that these three states are the dominant factors in the three industries. But it may be an eye-opener to learn that the key counties in both Pennsylvania and Illinois shipped more petroleum refining product than Oklahoma.

A third way in which this kind of county breakdown helps the marketer is by pointing him toward new business opportunities. Because plants with common production processes are linked together in SIC groupings, a marketer who sells to a specific 4-digit industry can often tap new sales by analyzing other industries in the same county that have the same two first digits.

If the marketer analyzes the industries listed for Cook County, IL, he will find several that are closely related to the three target industries. There



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SURVEY HIGHLIGHT

Plant-count benchmarks for using Survey data

	Number of Plants With 20 Or More Employees		
	1980 EIS[1]	*1978 CBP*[2]	*1977 Census*[3]
By region . . .			
New England	11,405	8,786	8,547
Mideast	28,513	24,808	25,271
Great Lakes	33,271	25,350	24,770
Plains	10,547	7,845	7,491
Southeast	27,645	23,356	22,246
Southwest	9,355	7,916	7,320
Rocky Mountain	2,754	2,263	2,066
Far West	15,515[4]	16,802	16,130
U.S.	**139,005**	**117,126**	**113,843**
. . . and by leading states			
California	11,773	13,018	12,454
New York	11,310	10,380	10,844
Illinois	10,011	7,086	7,032
Ohio	8,815	6,566	6,414
Pennsylvania	8,037	7,451	7,378
Michigan	7,411	5,330	5,155
New Jersey	7,004	5,339	5,447
Texas	6,729	5,803	5,388
Massachusetts	5,003	4,004	3,916
North Carolina	4,583	3,986	3,869
Florida	3,738	3,157	2,843
Indiana	3,574	3,202	3,128
Wisconsin	3,460	3,166	3,041
Georgia	3,396	2,936	2,805
Missouri	3,215	2,423	2,303
Connecticut	3,055	2,265	2,201
Tennessee	2,952	2,504	2,400
Minnesota	2,714	2,124	2,020
Alabama	2,164	1,904	1,812
Virginia	1,925	1,882	1,798
20-state total	**110,869**	**94,526**	**92,248**
% of U.S.	**79.8%**	**80.7%**	**81.0%**

[1]Economic Information Systems.
[2]Census Bureau, *County Business Patterns: 1978.* Compiled from state reports.
[3]Census Bureau, 1977 *Census of Manufactures.* Compiled from final state reports.
[4]Excludes Alaska and Hawaii.
Sources: *Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power;* Census Bureau.
[5] Sales & Marketing Management.

are, for example, two SIC industries related to petroleum refining with 33 plants, three industries related to motor vehicles with 79 plants, and 11 industries related to steel mills with 185 plants—for a grand total of 297 potential new customers.

A little bit of market research will determine if a product sold to the three major industries can be used in the related industries or whether a slight modification is necessary. In any event, the marketer is now aware of the new business opportunity the 297 plants represent and can either expand his sales force to cover them or use a manufacturers rep firm to solicit their business.

SIC-related industries often serve a useful function in new product introductions. When a marketer aims a new product at an industry he has not sold to before, it is difficult to estimate the offering's sales potential. One way around this difficulty is to examine one's sales to a closely related industry and use its buying patterns as a model for calculating the sales potential of the new product.

For example, the marketer who plans a new product for foundries, SIC industry group

SURVEY HIGHLIGHT

Counties with the most prospects

1980 Rank	County	State	No. Of Plants	% Of U.S. Shipments
1.	Cook	IL	6,160	3.5118%
2.	Los Angeles	CA	5,842	3.5650
3.	New York	NY	2,896	.7843
4.	Cuyahoga	OH	1,906	1.0252
5.	Wayne	MI	1,745	1.8081
6.	Kings	NY	1,357	.4069
7.	Harris	TX	1,344	1.4478
8.	Philadelphia	PA	1,297	.7520
9.	Middlesex	MA	1,284	.7619
10.	Dallas	TX	1,142	.6072
11.	Bergen	NJ	1,122	.5195
12.	Oakland	MI	1,082	.7179
13.	Nassau	NY	1,068	.5044
14.	Orange	CA	1,032	.5572
15.	Hennepin	MN	995	.5816
16.	Providence	RI	986	.3661
17.	Essex	NJ	937	.4041
18.	St. Louis Ind. City	MO	934	.6772
19.	Hamilton	OH	906	.8568
20.	Dade	FL	898	.2962
21.	Fairfield	CT	890	.5714
22.	Queens	NY	882	.3410
23.	Milwaukee	WI	862	.6929
24.	New Haven	CT	818	.4045
25.	Hartford	CT	804	.5332
26.	Hudson	NJ	753	.4372
27.	Union	NJ	737	.6558
28.	Macomb	MI	723	.4117
29.	King	WA	719	.5365
30.	Passaic	NJ	712	.2918
31.	Allegheny	PA	710	.6464
32.	Worcester	MA	701	.3304
33.	Suffolk	NY	695	.2733
34.	Santa Clara	CA	693	.8130
35.	Alameda	CA	675	.4000
36.	Middlesex	NJ	648	.5668
37.	San Francisco	CA	645	.2346
38.	Montgomery	PA	642	.3902
39.	Suffolk	MA	634	.3128
40.	Multnomah	OR	602	.2948
41.	Maricopa	AZ	600	.4499
41.	Du Page	IL	600	.2639
43.	Tarrant	TX	598	.4265
44.	Erie	NY	578	.5556
45.	Marion	IN	570	.5653
46.	Essex	MA	554	.2999
47.	Kent	MI	543	.2702
48.	Baltimore Ind. City	MD	522	.4523
49.	Bristol	MA	519	.2600
50.	Franklin	OH	517	.3432
	50-county total		**55,079**	**33.1760%**

No. of Plants: Manufacturing establishments with 20 or more employees. **% Of U.S. Shipments:** County's share of total U.S. manufacturing shipments.
Source: *Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power.*
[c] Sales & Marketing Management.

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SURVEY HIGHLIGHT

Survey vs. government shipments data

SIC	Industry	1980 Shipments Totals — Reported By — Economic Information Systems ($ Mil.)	Census Bureau ($ Mil.)	1979–80 % Change EIS	1979–80 % Change CB	EIS Shipments As Ratio Of CB[1]
	Durable goods	**$ 870,809**	**$ 902,723**	**+10.3%**	**+ 1.7%**	**97**
24	Lumber	45,242	NA	+21.8	NA	NA
25	Furniture	19,074	NA	− 4.0	NA	NA
32	Stone, clay & glass	47,229	49,509	+11.7	+ 2.7	95
33	Primary metals	131,880	137,984	+ 6.1	− 1.5	96
34	Fabricated metals	106,782	111,466	+10.7	+ 1.8	96
35	Nonelectrical machinery	163,963	169,318	+16.3	+ 7.4	97
36	Electrical, electronic equipment	120,062	123,390	+22.2	+11.5	97
37	Transportation equipment	174,588	179,187	− 0.8	− 7.9	97
38	Instruments	40,229	42,026	+27.7	+15.9	96
	Miscellaneous[2]	(86,076)	89,843	(+ 7.8)	− 1.1	(96)
	Nondurable goods	**$ 857,031**	**$ 895,816**	**+21.3%**	**+11.4%**	**96**
20	Food	241,235	252,071	+16.3	+ 7.3	96
21	Tobacco	13,854	13,781	+22.4	+13.2	101
22	Textile mills	46,789	48,780	+13.4	+ 3.8	96
23	Apparel	50,462	NA	+17.2	NA	NA
26	Paper	68,334	70,991	+17.3	+ 7.5	96
27	Printing & publishing	61,922	NA	+28.8	NA	NA
28	Chemicals	155,728	162,390	+18.9	+ 8.9	96
29	Petroleum & coal	166,655	175,533	+42.4	+31.0	95
30	Rubber & plastics	42,657	43,995	+ 8.1	− 1.7	97
31	Leather	9,395	NA	− 4.7	NA	NA
	Miscellaneous[3]	(121,779)	128,272	(+20.6)	+10.4	(95)
	All-industry total	**$1,727,840**	**$1,798,539**	**+15.5%**	**+ 6.3%**	**96**

NA—Not available.

[1]EIS's data bank does not include plants with less than 20 employees or establishments in Alaska and Hawaii; hence, its shipments estimates should always be less than those of the Census Bureau.

[2]Census Bureau's durable goods miscellaneous category includes SIC 24 lumber, SIC 25 furniture, and SIC 39 other durable goods. The EIS figure is in parentheses because it represents a double-counting of SICs 24 and 25 as well as $21,760 million for EIS's own "miscellaneous manufacturing industries."

[3]Census Bureau's nondurable goods miscellaneous category includes SIC 23 apparel, SIC 27 printing & publishing, and SIC 31 leather. The EIS figure is in parentheses because it represents a double-counting of those three SICs.

Sources: *Sales & Marketing Management's 1981 Survey of Industrial Purchasing Power*; Census Bureau, *Manufacturers' Shipments, Inventories, and Orders M3-(81)-1*.

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SURVEY HIGHLIGHT

10 biggest manufacturing prospects

Largest plants in the U.S. in terms of shipments

Company	County/State	SIC Industry	1980 Shipments ($ Mil.)	% of Industry
Exxon Corp.	East Baton Rouge, LA	2911	$5,057.4	3.23%
Atlantic Richfield Co.	Harris, TX	2911	3,355.9	2.15
General Motors: Buick Div.	Genesee, MI	3711	3,109.2	4.62
Texaco, Inc.	Jefferson, TX	2911	2,905.1	1.86
Conoco, Inc.	Kay, OK	2911	2,809.6	1.80
General Motors: Oldsmobile Div.	Ingham, MI	3711	2,795.4	4.16
R.J. Reynolds Tobacco Co.	Forsyth, NC	2111	2,482.9	24.62
Cities Service Co.	Calcasieu, LA	2911	2,400.2	1.54
Exxon Corp.	Union, NJ	2911	2,275.8	1.46
Sun Petroleum Products Co.	Delaware, PA	2911	2,156.2	1.38

Source: Prepared for Sales & Marketing Management by Economic Information Systems, New York.
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332, can use his sales to SIC 3312 steel mills as an indicator because they share the same first two digits.

Based upon the reasonable assumption that shipments bear a close relationship to purchases—the more output produced, the more is required in supplies, materials, and equipment—the marketer can use the *Survey* to get a reliable fix on whether he is getting his share of sales potential. Here, he matches the county distribution of his sales revenues with the total shipments reported in the *Survey*. In this example, 10 important counties are matched for their shares of sales and shipments:

County	% Of Sales	% Of Shipments
New York, NY	11.86%	5.43%
Kings, NY	5.56	2.82
Philadelphia, PA	5.31	5.21
Cook, IL	25.24	24.31
Cuyahoga, OH	7.81	7.10
Wayne, MI	7.15	12.52
Harris, TX	5.51	10.02
Dallas, TX	4.68	4.20
Los Angeles, CA	23.93	24.68
King, WA	2.95	3.71

The analysis reveals he is doing as well as expected in the two most important counties, Cook and Los Angeles, where almost half of his business comes from. Also, the salespeople are performing considerably better than average in New York and Kings counties; conversations with them may turn up selling tactics that could be emulated successfully elsewhere. The analysis further reveals that he has serious problems in Wayne and Harris counties, where his share of sales is seriously under the level suggested by share of shipments.

Knowing where he is and where he wants to go are two critical factors the marketer must know in formulating successful sales strategies. The *Survey*'s multifaceted details on counties and industries will enlighten him on the level of success he is achieving with current plans and will also point him in the direction of future goals that produce positive bottom-line results.

Managing in real-time

By JAY M. GOULD
President
Economic Information Systems

It's becoming easier to obtain fast answers to such key marketing questions as Who are my top prospects? Where are they? How much do they buy? Data bases that contain the desired information in one source, plus desk-top terminals and simple computer languages that enable one to "converse" with the data base, put the marketer in a real-time information mode.

A marketer who is connected on-line to a data base no longer has to wait weeks for the corporate data processing department to generate the facts he needs for decisions relating to direction of sales force efforts, introduction of new products, or location of new sales branches. Instead, with a few simple "commands," he can extract the information he needs on demand, formatted the way that will suit his needs.

Economic Information Systems (EIS), New York City, has given these information-retrieval systems a powerful new twist by incorporating input-output economics that delineates the buying and selling relationships between industries. EIS's forward step is the result of a joint effort with the Service Bureau Co., a data-services division of Control Data Corp., Minneapolis. Called the X/Market Business Information Service, it enables the user to access EIS's data base of 450,000 establishments that account for 95% of industrial sales and purchases in manufacturing, mining, transportation, and utilities, and 90% in construction, retail and wholesale trade, finance and services. The service gives the marketer up-to-date, highly detailed marketing identification and measurement information, all keyed to the user's specific needs.

A user's manual instructs the marketer on what he needs to know to operate the system, such as Standard Industrial Classification (SIC) industry and product codes, geographic codes for states and counties, and company codes. Thus armed, the marketer has instant access to quantified information about the sales and purchases of all products and services produced or consumed by business establishments.

Simple commands generate reports which provide information on names and addresses of business locations, their size and industry, telephone numbers, parent company, and their sales and purchases of thousands of products and services.

We can best illustrate what the service does by showing three sample reports.

♦ **A share-of-market report** lists all companies in any of 920 different 4-digit SIC industries in high-to-low sequence of sales and market shares, along with the number of company-owned establishments (Example 1). The user can retrieve all or any portion of the report, focussing

EIS and Census: Why can't they agree?

Marketers who compare the *Survey of Industrial Purchasing Power's* (SIPP) plant totals with those in the Census Bureau's annual *County Business Patterns* (CBP) state reports should bear in mind the important factors as to why the two sources don't always agree.

Obviously, as Bentley H. Paykin, vice president of Economic Information Systems (EIS), points out, no private information source can duplicate the bureau's financial and personnel resources, not to mention its legal power to compel answers. Also, the CBP reports pertain to a fixed point in time whereas EIS is a dynamic system that constantly inputs new information, excises out-of-date information.

Paykin also cites the following facts of life in data collection that lead to honest differences:

"1. Establishments on the borderline of a size class—the CBP uses nine different classes—can move from one category to the next with a change in just one or two employees. Such movement can be considerable over the two-year time frame in which CBP data trail SIPP data.

"2. Employment data comparisons are inherently imprecise. CBP shows employment for a specific pay period whereas companies generally report it as an annual average. Small companies tend to inflate their employment so that many plants with 15 or 16 employees will claim to have 20.

"3. EIS's technical procedures for reconciling its files against the annual CBP reports invariably leave a residual of unreconciled plant locations. When the differences are uncovered, they continue in our file as the process of reconciliation goes on. After the file is updated, the old differences disappear but new ones appear."

Paykin stresses that "the major discrepancy between the Census Bureau and EIS is in plant totals. There is less disparity on the value of shipments, which is the key statistical measure of industrial buying power and industrial activity."

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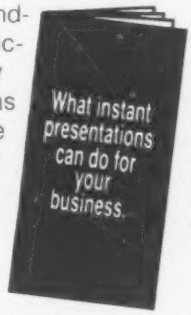

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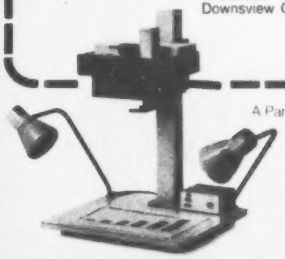

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on companies of any desired size or rank.

♦ **A line-of-business report,** for any of the 30,000 companies that operate in more than one 4-digit SIC industry, breaks down total company sales by industry in a systematic way. The example shown here details ACF Industries for the 12 4-digit manufacturing industries its products cover as well as nonmanufacturing and foreign subsidiaries' sales (Example 2).

♦ **An establishment ranking report** is broken down in two phases. In the first, the user specifies the industry and geographic area he wants to examine for top prospects. A marketer of automated office equipment, for instance, could be interested in locations with the highest number of white collar employees in the printing and

Example 1 **Share-of-market report**

SIC 3743 Description Railroad equipment

Rank	Company	Estimated Sales ($ Mil.)	Share Of Mkt.	Cumul. Share	No. Of Estab.
1.	Pullman, Inc.	$913.5	24.71%	24.71%	5
2.	General Electric Co.	$407.6	11.02	35.73	1
3.	Paccar, Inc.	$386.3	10.45	46.18	1
4.	General Motors Corp.	$263.4	7.12	53.30	4
	Cumul. sales total $1,970.0 million.				
	Industry total $3,696.1 million.				

Example 2 **Line-of-business report**

ACF Industries, Inc.

SIC Code	SIC Description	Sales ($ Mil.)	% Of Co. Sales	% Of SIC Sales	SIC Rank	No. Of Estab.
3041	Rubber & plastic hose & belting	$ 34.1	4.78%	2.87%	7	1
3316	Cold finishing of steel shapes	$ 11.6	1.62	0.31	46	1
3321	Gray iron foundries	$ 10.3	1.44	0.20	85	1
3429	Hardware, NEC	$ 3.1	0.43	0.07	249	1
3494	Valves & pipe fittings	$ 69.7	9.78	1.47	9	2
3533	Oil field machinery	$ 50.3	7.05	0.75	34	1
3599	Machinery, except electrical, NEC	$ 3.3	0.46	0.05	253	1
3714	Motor vehicle parts & accessories	$172.7	24.23	0.64	18	2
3743	Railroad equipment	$207.8	29.16	5.62	5	3
4743	Railroad car rental without service	$102.2	14.34	6.86	5	1
5084	Industrial machinery & equipment wholesaling	$ 2.8	0.39	0.01	2685	1
5088	Transportation equipment wholesaling	$ 9.0	1.26	0.14	28	3
	Total manufacturing sales	$562.9	78.99			
	Total nonmanufacturing sales	$114.0	15.99			
	Total foreign/other sales	$ 35.7	5.00			
	Company total	$712.6 million				

Example 3 **Establishment ranking report**

New York County

Rank	SIC Code	Establishment	Address	Employment	White Collar Employment
1.	2721	Time, Inc.	1271 Ave. of the Americas	4,500	4,140
2.	2711	New York Times	229 W. 43rd St.	4,000	2,480
3.	2721	McGraw-Hill Pub.	1221 Ave. of the Americas	2,500	2,175
3.	2731	McGraw-Hill Pub.	1221 Ave. of the Americas	2,500	2,175
5.	2711	News Syndicate Co.	220 E. 42nd St.	3,500	2,170
Etc.					

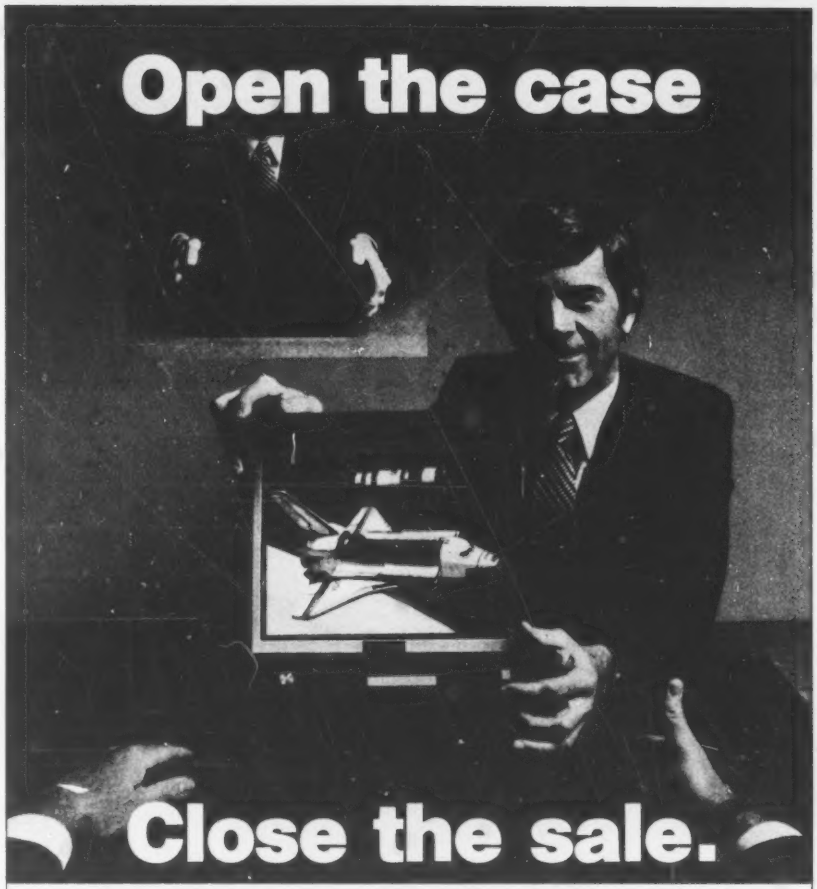
publishing industry in New York County (Manhattan). A summary report will indicate there are 16 printing and publishing industry sectors in the county, comprising 22 establishments of 500 or more white collar employees.

In the second phase, the user, in order to determine the buying potential of the prospects, "commands" a list that ranks the 22 locations in terms of white collar workers, an indicator of office equipment demand (Example 3).

The key to determining what an individual establishment buys, and in what quantitites, is the series of "technical coefficients" or "input-output ratios" that EIS developed for the X/Market Business Information Service. These coefficients, in brief, quantify the amount of paper supplies and office equipment a publishing establishment consumes per dollar of shipment of its own product.

The EIS method makes the basic assumption that all establishments in an industry share the same technology and consume the same types of industrial products. Because an industry is defined as the sum of its member plants, the sales or consumption of a product attributed to each establishment is correlated with the employment size of the plant, and adjusted in accordance with the average productivity per employee for each company in line with its size, geographic location, and corporate ownership. All of this manipulation, speedily done by the computer, enables the user to determine the demand for his product line by any prospect plant easily and quickly.

A certain degree of flexibility enhances the system's usefulness. A user who believes that the system's quantification factors assign too much purchasing importance to some industries at the expense of others can change them at will. Thus there is room for the judgment values that sales executives rely on to give any set of numbers greater meaning.



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What is this thing called SIC?

A basic goal of the *Survey of Industrial Purchasing Power* is to help industrial marketers zero in on specific target markets for their individual products. The *Survey* does that by using the federal government's unique **Standard Industrial Classification (SIC)** numerical system, which subdivides all the U.S.'s businesses into finer and more detailed product industries or market segments.

The SIC coding system first divides the nation's overall economy into 10 **Basic Industries**, each of which is given a range of 2-digit classification codes. Manufacturing, for example, has 20 2-digit codes—20

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to 39—each representing a **Major Group,** such as Food: SIC 20. These, in turn, are subdivided into 143 3-digit **Industry Groups,** such as dairy products: SIC 202. At the next level of detail, they are subdivided into 454 4-digit **Specific Industries,** such as creamery butter: SIC 2021; and fluid milk: SIC 2026.

4-digit popular choice

The *Survey* uses the 4-digit SIC codes because that is the level of detail most widely used by industrial marketers. When a 4-digit industry has 1,000 or more employees in a county, the name of that industry, and its 4-digit code, appears below the county name in the statistical section starting on page 39. That information tells the industrial marketer (1) where his prospects are located geographically and (2) the local area's relative importance in a given customer industry.

It is important to understand that the basic reporting unit in the SIC system, as well as in the *Survey,* is the **Individual Establishment,** such as a factory, plant, or mill. Thus establishments should not be confused with companies.

In 1977, the latest year for which comparable federal government data are available, 229,761 companies classified in the manufacturing category filed income tax reports with the Internal Revenue Service. That same year, according to *County Business Patterns,* there were 327,850 manufacturing establishments and, according to the 1977 *Census of Manufactures,* 358,502.

In its quinquennial *Census of Manufactures,* the Census Bureau assembles data at two additional levels. Those are the 5-digit **Product Classes** (1,350 in number) and the 7-digit **Prod-**

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ucts or Commodities (totaling 13,000), both considered the **Primary Products** of an industry that has the same first four digits. These data will be found in Tables 5A through 6C in the Industry Series reports.

SIC data, despite their usefulness, have certain limitations.* First, assigning all the output of a multiproduct establishment to a single 4-digit industry can overstate the total shipments figure for that industry and, conversely, understate the totals of the industries that describe the plant's secondary products.

The Industry Series reports from the 1977 *Census of Manufactures* include two helpful ratios for getting around that problem. The first ratio, **Primary Product Specialization,** indicates the proportion of a 4-digit industry's reported total shipments that is represented by the Primary Products. For example, in SIC 3523: farm machinery and equipment, Primary Products accounted for 92% of the shipments of establishments classified in that industry; 8% of the shipments represented **Secondary Products** (those goods considered the primary products of another industry).

The second ratio, **Coverage,** is the proportion of Primary Products shipped by the establishments in a 4-digit industry to the total shipments of such products by all establishments. For example, the establishments in SIC 3523 accounted for 95% of the total shipments of the Primary Products (farm machinery and equipment) that that particular industry represents. The two ratios are found in Table 5B in the Industry Series reports.

A second limitation involves **Interplant Transfers:** when products are shipped between establishments owned by the same business enterprise for further processing. In effect, the shipments are double-counted.

The third, and most serious, limitation—but, at the same time, this *Survey*'s biggest plus—is the nondisclosure rule, which bars the Census Bureau from publishing data that can identify a special establishment. Because the largest plants are often affected, their shipments will be blanked out from industry totals, leading to a serious understatement at the local area level. Economic Information Systems, New York City, from whose data bank the *Survey* information is drawn, does not face that re-

**A helpful explanation of SIC and its drawbacks is contained in "SIC: The Increasing Misapplication of a Useful Tool," by Machinery & Allied Products Institute, Washington, DC; price: $3.*

Better insights into consumer markets, too

Although this *Survey* is primarily oriented to the information needs of marketers who sell to industries, the data can be used by consumer-goods marketers to gain deeper insights into the relative buying power of their local markets. Because factory paychecks are by far the biggest source of personal income, contributing more than one-fourth of consumer buying power, what happens in manufacturing can affect a local market's Effective Buying Income (EBI).

Many counties, as the table on page 8 demonstrates, are highly dependent upon one manufacturing sector. For example, SIC 3711 motor vehicles & parts accounts for 76% of the total shipments in Genesee County, MI; 58% in Oakland County, MI; and 28% in Wayne County, MI. Thus the relative fortunes enjoyed by the automobile industry this year will have an important impact on the 1981 EBI level of those counties as well as on their respective metropolitan markets.

Caution on year-to-year comparisons

Economic Information Systems (EIS), whose data banks are the source of the industry and geographic details in S&MM's annual *Survey of Industrial Purchasing Power*, uses the 1977 *Census of Manufactures* as the benchmark year. Consequently, certain data, such as plant totals or shipments, may appear inconsistent with those appearing in the 1979 and earlier *Surveys*. That's because, up to the 1980 *Survey*, EIS relied on the 1972 *Census of Manufactures* as its benchmark. As any marketer knows, the further one moves from a census year, the weaker the benchmark becomes. However, users of the 1981 *Survey* can be assured that not only are they receiving the most current information published--the latest government data on plant totals are for 1978, the latest on geographical shipments for 1977—but the most viable because it reflects an update of the 1977 *Census of Manufactures*.

striction and includes such units in calculating county and industry totals. Thus in certain cases, the shipments totals on pages 30 to 34 gives a better estimate of the "real" world.

A complete list of industries, and their definitions, appears in the *Standard Industrial Classification Manual: 1972*, available from the U.S. Government Printing Office, Washington, DC 20402; price: $6.75. A 1977 *Supplement*, incorporating minor revisions, is available from the same source for 90c. A second helpful source for data on shipments and employment are the preliminary summary reports: *Selected Statistics for Industry Groups and Industries: 1977 and 1972*, MC77-S-1(P), 35¢; and *Selected Statistics for States: 1977 and 1972*, MC77-S-2(P), 35¢. Both are available from Subscriber Services (Publications), Bureau of the Census, Washington, DC 20233.

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets. The four *Surveys: Survey of Buying Power* (July), *Survey of Buying Power—Part II* (Nov.), *Survey of Selling Costs* (Feb.) and *Survey of Industrial Purchasing Power* (April).

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1981 Survey SIC totals

U.S. plant and shipments totals for 4-digit manufacturing industries

The U.S. plant and shipments totals in this section, covering all Standard Industrial Classification (SIC) 4-digit manufacturing industries, provide insights into the total customer-base (plants) available to the marketer's sales force, and the potential market demand (shipments).

When used in conjunction with the geographical section, starting on page 39, the U.S. totals shown here can be used to calculate the relative importance of individual counties that make up sales territories. For example, two counties account for more than two-fifths of the output of SIC 3861 (photographic equipment and supplies): Monroe County, NY, home of Eastman Kodak, representing 35%; and Middlesex County, MA, Polaroid's home base, 6%.

The employment data can be used to estimate employment at the county level by (1) computing an output-per-employee ratio and (2) dividing that ratio into the county's SIC industry shipments figure.

1980 (S&MM Est.)

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
SIC 20 Food						
2011	Meat-packing plants	1,112	361	156,474	38,797.4	80
2013	Sausages & other prepared meats	688	193	67,536	10,783.9	69
2016	Poultry-dressing plants	308	216	73,854	7,156.6	95
2017	Poultry & egg processing	247	122	38,700	1,071.2	85
2021	Creamery butter	136	12	7,076	1,216.4	29
2022	Natural & processed cheese	310	76	29,079	9,002.1	66
2023	Condensed & evaporated milk	175	43	14,515	3,828.2	58
2024	Ice cream & frozen desserts	403	102	34,027	2,538.3	61
2026	Fluid milk	981	329	95,697	16,824.0	69
2032	Canned food specialties	102	51	25,181	3,550.4	91
2033	Canned fruits & vegetables	676	345	122,328	7,738.4	87
2034	Dehydrated fruits, vegetables, & soups	116	55	20,768	1,340.0	87
2035	Pickles, sauces, & salad dressings	224	75	25,821	3,572.0	75
2037	Frozen fruits & vegetables	257	145	60,263	4,213.0	91
2038	Frozen food specialties	150	80	29,762	4,246.8	89
2041	Flour & other grain-mill products	239	73	23,537	4,697.5	67
2043	Cereal breakfast foods	44	24	18,557	3,075.5	95
2044	Rice milling	48	16	5,588	1,577.7	76
2045	Blended & prepared flour	44	18	5,875	1,353.6	80
2046	Wet corn milling	50	20	12,262	2,439.5	89
2047	Pet food	151	45	16,004	3,849.7	73
2048	Prepared feeds n.e.c.	1,002	100	53,594	11,287.3	36
2051	Bread, cake, & related products	1,421	603	189,680	11,218.8	82
2052	Cookies & crackers	181	82	41,372	3,400.4	89
2061	Raw cane sugar	46	24	8,487	474.8	87
2062	Cane-sugar refining	26	21	10,040	2,783.6	97
2063	Beet sugar	57	50	14,755	1,537.5	98
2065	Confectionery products	497	157	66,212	5,617.0	77
2066	Chocolate & cocoa products	35	17	9,542	1,942.1	91
2067	Chewing gum	18	15	9,382	719.8	99
2074	Cottonseed-oil mills	86	15	6,739	1,107.4	45
2075	Soybean-oil mills	77	22	6,524	9,783.0	54
2076	Vegetable-oil mills n.e.c.	35	10	2,999	658.0	57
2077	Animal & marine fats & oils	205	23	11,605	2,159.7	34
2079	Shortening & cooking oils n.e.c.	74	39	11,874	5,209.4	85
2082	Malt beverages	89	69	46,047	8,641.1	98
2083	Malt	28	10	2,519	651.3	66
2084	Wines, brandy, & brandy spirits	94	33	10,507	1,638.3	76
2085	Distilled liquor, except brandy	81	38	18,061	2,952.2	89
2086	Bottled & canned soft drinks	1,391	343	128,031	12,956.0	58
2087	Flavoring extracts & syrups n.e.c.	172	32	12,980	3,235.3	56
2091	Canned & cured seafoods	154	63	21,319	1,623.6	79
2092	Fresh or frozen packaged seafoods	310	69	27,861	2,550.0	62
2095	Roasted coffee	94	39	14,757	7,130.2	85
2097	Manufactured ice	155	6	6,831	182.9	18
2098	Macaroni & spaghetti	68	27	7,455	852.4	74
2099	Food preparations n.e.c.	755	211	72,423	8,051.1	68
SIC 21 Tobacco						
2111	Cigarettes	12	12	43,032	10,085.9	100
2121	Cigars	59	28	10,084	322.1	87
2131	Chewing & smoking tobacco & snuff	21	17	4,857	546.9	95
2141	Tobacco stemming & redrying	84	50	15,181	2,899.1	91
SIC 22 Textile mill products						
2211	Cotton-weaving mills	379	290	162,813	5,244.3	98
2221	Synthetics- & silk-weaving mills	321	204	90,900	7,325.4	95
2231	Wool-fabric weaving & finishing mills	188	97	37,033	674.5	88
2241	Narrow-fabric mill	294	98	29,517	739.7	71
2251	Women's full- & knee-length hosiery	184	98	36,626	1,025.0	89
2252	Hosiery n.e.c.	256	105	33,403	1,016.7	79
2253	Knit-outerwear mills	485	193	71,699	2,644.3	91
2254	Knit-underwear mills	83	57	25,601	719.2	94
2257	Circular-knit fabric mills	168	67	25,096	3,219.0	81
2258	Warp-knit fabric mills	78	37	11,538	1,840.2	83
2259	Knitting mills n.e.c.	42	8	3,625	109.8	59
2261	Cotton-finishing plants	220	97	47,328	1,001.1	88
2262	Synthetics- & silk-finishing plants	102	52	20,303	2,589.2	87
2269	Textile-finishing plants n.e.c.	135	59	17,434	941.2	80
2271	Woven carpets & rugs	52	20	7,409	194.2	81
2272	Tufted carpets & rugs	203	117	46,938	5,096.6	92
2279	Carpets & rugs n.e.c.	33	6	2,333	108.9	52
2281	Yarn-spinning mills, except wool	368	271	81,593	4,417.2	94
2282	Throwing & winding mills, except wool	96	64	18,988	2,178.3	92
2283	Wool-yarn mills	81	46	15,456	208.9	88
2284	Thread mills	54	30	13,523	627.4	92
2291	Felt goods, except woven felts & hats	51	19	6,460	201.5	77
2292	Lace goods	38	13	4,694	47.0	78

DEFINITIONS—**SIC**: 4-digit classification used by federal government. **Industry:** Classification by plant's primary product. A complete listing of full SIC industry titles and definitions is in the 1972 *Standard Industrial Classification Manual*, U.S. Government Printing Office, Washington, DC; price: **$6.75. Total Plants:** 20 + employees. **Large Plants:** 100 + employees. **Shipments:** Dollar value of all goods produced. **% In Large Plants:** Share of dollar shipments produced in plants with 100 + employees. This is a rounded number; if the share is 99.5% or more, it shows as 100%. **Employment:** Number of persons employed in plants with 20 + employees. **N.e.c.:** Not elsewhere classified.

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2293	Paddings & upholstery filling	74	13	5,235	276.3	47
2294	Processed textile waste	119	18	7,165	202.3	41
2295	Coated fabrics, not rubberized	130	37	14,079	1,303.5	71
2296	Tire cord & fabric	26	22	11,092	1,248.7	98
2297	Nonwoven fabrics	31	11	5,087	962.6	81
2298	Cordage & twine	105	35	10,810	348.9	74
2299	Textile goods n.e.c.	117	28	12,149	266.1	69
SIC 23	**Apparel**					
2311	Men's & boys' suits & coats	461	273	97,345	3,627.7	91
2321	Men's & boys' shirts & nightwear	578	413	123,525	3,685.8	93
2322	Men's & boys' underwear	77	62	22,982	520.3	96
2323	Men's & boys' neckwear	111	19	7,661	265.2	49
2327	Men's & boys' separate trousers	411	303	97,033	2,179.7	94
2328	Men's & boys' work clothing	421	289	86,834	4,742.5	92
2329	Men's & boys' clothing n.e.c.	450	213	60,757	1,341.0	80
2331	Women's & misses' blouses	484	163	49,183	2,921.4	66
2335	Women's & misses' dresses	1,188	355	115,609	5,406.0	64
2337	Women's & misses' suits & coats	521	151	48,601	3,683.6	62
2339	Women's & misses' outerwear n.e.c.	792	311	92,781	4,010.8	74
2341	Women's & children's underwear	483	266	84,060	2,275.7	87
2342	Brassieres, girdles, & allied garments	120	69	24,888	811.8	89
2351	Millinery	49	4	2,316	85.8	27
2352	Hats & caps, except millinery	147	42	13,756	331.2	63
2361	Girls' & children's dresses & blouses	252	96	27,111	1,026.2	72
2363	Girls' & children's coats & suits	59	20	6,046	224.6	67
2369	Girls' & children's outerwear n.e.c.	242	101	31,874	892.1	78
2371	Fur goods	117	6	4,996	436.8	16
2381	Fabric dress & work gloves	138	55	17,418	402.7	76
2384	Robes & dressing gowns	81	28	8,004	354.5	69
2385	Waterproof outer garments	114	46	15,555	464.4	79
2386	Leather & sheep-lined clothing	51	14	4,479	273.4	61
2387	Apparel belts	108	23	8,369	303.9	53
2389	Apparel & accessories n.e.c.	117	18	7,969	263.0	47
2391	Curtains & draperies	341	75	27,679	1,230.2	61
2392	House furnishings n.e.c.	345	106	32,854	2,779.1	68
2393	Textile bags	140	34	10,339	389.4	55
2394	Canvas & related products	266	33	14,573	569.3	40
2395	Pleating, stitching, & tucking	139	21	8,284	774.0	43
2396	Automotive & apparel trimmings	172	33	20,009	2,613.8	69
2397	Schiffli-machine embroideries	47	4	2,322	207.0	33
2399	Fabricated textile products n.e.c.	328	79	28,252	1,369.1	62
SIC 24	**Lumber & wood products**					
2411	Logging camps & contractors	407	35	24,330	7,384.9	44
2421	General sawmills & planing mills	1,973	372	155,512	12,463.5	57
2426	Hardwood dimension & flooring	383	81	29,443	900.2	54
2429	Special-product sawmills n.e.c.	96	11	6,284	253.7	50
2431	Millwork	1,165	200	83,765	4,329.1	54
2434	Wood kitchen cabinets	389	73	31,163	1,865.7	60
2435	Hardwood veneer & plywood	281	110	33,231	1,470.7	76
2436	Softwood veneer & plywood	215	132	37,720	4,412.1	90
2439	Structural wood members n.e.c.	368	48	24,000	872.3	45
2441	Nailed & lock-corner wood boxes	200	37	13,025	286.3	50
2448	Wood pallets & skids	318	24	15,041	747.1	25
2449	Wood containers n.e.c.	132	43	12,325	271.9	67
2451	Mobile homes	438	207	51,944	3,372.4	75
2452	Prefabricated wood buildings	302	81	25,139	2,132.5	61
2491	Wood preserving	230	28	14,439	1,041.9	39
2492	Particleboard	72	43	17,866	514.6	92
2499	Wood products n.e.c.	980	170	71,410	2,922.8	55
SIC 25	**Furniture**					
2511	Wood household furniture	929	349	127,708	4,676.5	81
2512	Upholstered wood household furniture	858	260	90,473	3,189.3	70
2514	Metal household furniture	247	104	32,287	1,432.5	81
2515	Mattresses & bedsprings	445	78	33,887	1,649.8	54
2517	Wood TV & radio cabinets	35	20	11,968	373.9	94
2519	Household furniture n.e.c.	70	17	5,793	346.7	61
2521	Wood office furniture	120	39	14,017	714.2	75
2522	Metal office furniture	154	73	28,294	1,616.7	87
2531	Public-building & related furniture	231	73	26,027	880.8	73
2541	Wood partitions & fixtures	403	59	25,952	1,242.9	46
2542	Metal partitions & fixtures	294	78	25,961	1,512.2	64
2591	Drapery hardware & blinds & shades	132	26	13,683	675.9	70
2599	Furniture & fixtures n.e.c.	171	29	11,054	762.3	50
SIC 26	**Paper**					
2611	Pulp mills	59	36	21,611	3,053.0	95
2621	Paper mills, except building paper	348	247	141,295	18,588.7	97
2631	Paperboard mills	209	137	62,642	10,486.0	94
2641	Paper coating & glazing	308	107	44,669	4,260.5	80
2642	Envelopes	222	99	28,339	1,229.0	79
2643	Bags, except textile bags	395	154	52,280	4,366.0	78
2645	Die-cut paper & board	203	37	15,375	1,347.6	54
2646	Pressed & molded pulp goods	29	12	4,718	297.5	83
2647	Sanitary paper products	102	52	27,516	6,107.3	91
2648	Stationery products	73	42	11,662	828.8	87
2649	Converted paper products n.e.c.	396	96	39,154	1,917.6	66
2651	Folding paperboard boxes	501	184	52,866	2,857.5	73
2652	Set-up paperboard boxes	202	52	15,756	414.3	56
2653	Corrugated & solid fiber boxes	1,075	471	108,425	8,419.5	75
2654	Sanitary food containers	126	71	26,699	2,382.9	91
2655	Fiber cans, drums, & similar products	205	47	17,768	1,173.1	58
2661	Building-paper & building-board mills	98	48	16,743	604.7	87
SIC 27	**Printing & publishing**					
2711	Newspapers	2,435	620	315,126	16,084.3	76
2721	Periodicals	945	145	79,769	7,530.5	65
2731	Book publishing	506	180	81,393	6,100.5	83
2732	Book printing	156	53	27,388	2,091.3	83
2741	Miscellaneous publishing	377	99	37,576	2,266.1	69
2751	Letterpress commercial printing	2,738	366	192,993	5,465.8	51
2752	Lithographic commercial printing	1,811	316	124,655	11,772.5	52
2753	Engraving & plate printing	189	30	13,566	335.8	55
2754	Gravure commercial printing	39	21	6,872	1,299.2	91
2761	Manifold business forms	412	133	42,243	3,658.3	72
2771	Greeting-card publishing	89	37	22,991	1,385.4	91
2782	Blankbooks & looseleaf binders	238	77	23,494	1,309.3	70
2789	Bookbinding & related work	293	55	21,002	649.9	55
2791	Typesetting	328	35	17,872	860.1	36
2793	Photoengraving	174	20	9,227	268.8	33
2794	Electratyping & stereotyping	20	4	1,137	14.3	52
2795	Lithographic platemaking services	48	3	2,251	829.6	26
SIC 28	**Chemicals**					
2812	Alkalies & chlorine	73	39	20,939	2,104.2	92
2813	Industrial gases	335	32	16,728	1,582.0	37
2816	Inorganic pigments	101	40	14,582	1,589.6	80
2819	Industrial inorganic chemicals n.e.c.	539	201	89,121	10,769.0	84
2821	Plastics materials & synthetic resins	472	201	91,610	13,713.8	87
2822	Synthetic rubber	62	41	26,246	2,405.2	97
2823	Cellulosic man-made fibers	22	14	20,410	1,335.0	98
2824	Noncellulosic synthetic organic fibers	60	47	68,450	8,498.1	99
2831	Biological products	83	30	12,275	1,308.9	82
2833	Medicinals & botanicals	100	32	23,052	2,953.6	87
2834	Pharmaceutical preparations	461	215	131,769	16,582.4	92
2841	Soap & other detergents	263	71	36,705	7,957.2	80
2842	Polishes & sanitation goods	525	104	42,894	4,391.1	61
2843	Surface-active agents	73	14	5,298	1,613.7	49
2844	Toilet preparations	260	126	57,523	9,225.7	91
2851	Paints & allied products	879	197	70,932	8,477.9	61
2861	Gum & wood chemicals	89	28	7,574	526.1	67
2865	Cyclic crudes & intermediates	188	73	29,332	6,781.5	82
2869	Industrial organic chemicals n.e.c.	449	182	99,921	30,158.4	89
2873	Nitrogenous fertilizers	220	55	20,427	3,317.9	66
2874	Phosphatic fertilizers	88	37	18,012	3,526.3	87
2875	Fertilizers - mixing only	272	23	13,467	2,475.9	29
2879	Agricultural chemicals n.e.c.	204	46	19,906	3,720.0	65
2891	Adhesives & sealants	310	70	26,416	2,620.4	62
2892	Explosives	62	27	14,099	882.9	89
2893	Printing ink	213	25	12,094	1,259.8	43
2895	Carbon black	34	10	3,313	619.2	61
2899	Chemical preparations n.e.c.	637	133	50,366	5,331.9	60

1980 (S&MM Est.)

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
SIC 29 Petroleum refining & coal products						
2911	Petroleum refining	334	175	94,726	156,406.4	92
2951	Paving mixtures & blocks	561	112	42,594	2,743.1	52
2952	Asphalt felts & coatings	198	65	19,283	3,737.8	69
2992	Lubricating oils & greases	260	45	16,616	3,002.3	48
2999	Petroleum & coal products n.e.c.	39	10	3,205	765.3	61
SIC 30 Rubber & misc. plastics						
3011	Tires & inner tubes	129	92	104,289	10,225.8	98
3021	Rubber & plastic footwear	48	39	22,468	589.2	98
3031	Reclaimed rubber	17	3	1,113	45.0	41
3041	Rubber & plastic hose & belting	164	81	32,097	1,565.8	89
3069	Fabricated rubber products n.e.c.	872	309	120,986	4,598.6	80
3079	Miscellaneous plastics products	4,547	1,206	407,102	25,632.4	65
SIC 31 Leather						
3111	Leather tanning & finishing	244	77	25,039	1,854.9	69
3131	Boot & shoe cut stock & findings	154	44	13,348	305.5	61
3142	House slippers	52	29	8,952	250.5	84
3143	Men's nonathletic footwear	170	139	55,179	2,182.9	97
3144	Women's nonathletic footwear	182	147	51,195	1,673.7	97
3149	Nonrubber footwear n.e.c.	215	157	53,930	737.5	95
3151	Leather gloves & mittens	77	21	6,645	223.3	63
3161	Luggage	116	36	15,314	801.6	78
3171	Women's handbags & purses	158	53	18,065	594.7	73
3172	Personal leather goods n.e.c.	127	34	13,147	441.9	69
3199	Leather goods n.e.c.	164	33	10,521	328.8	52
SIC 32 Stone, clay, glass & concrete						
3211	Flat glass	91	45	29,900	2,389.0	94
3221	Glass containers	138	115	65,929	2,803.6	98
3229	Pressed & blown glass n.e.c.	211	106	64,833	1,622.2	93
3231	Products of purchased glass	355	86	28,271	2,687.5	62
3241	Hydraulic cement	185	139	31,204	4,385.7	92
3251	Brick & structural clay tile	287	76	24,487	1,069.4	56
3253	Ceramic wall & floor tile	61	36	9,112	397.0	89
3255	Clay refractories	121	36	12,411	880.4	69
3259	Structural clay products n.e.c.	74	28	8,060	333.8	72
3261	Vitreous plumbing fixtures	49	38	11,189	631.1	96
3262	Vitreous china food utensils	21	14	7,739	258.9	97
3263	Fine-earthenware food utensils	14	9	3,606	136.3	93
3264	Porcelain electrical supplies	61	34	11,441	509.7	89
3269	Pottery products n.e.c.	144	28	11,006	372.5	55
3271	Concrete block & brick	705	48	31,939	1,647.4	22
3272	Concrete products n.e.c.	1,118	158	68,545	3,898.7	44
3273	Ready-mixed concrete	1,480	136	76,810	9,329.5	34
3274	Lime	146	35	12,467	737.7	60
3275	Gypsum products	91	56	11,701	1,500.0	84
3281	Cut stone & stone products	403	52	24,314	596.8	44
3291	Abrasive products	218	51	23,299	2,444.0	70
3292	Asbestos products	132	61	22,044	1,313.7	87
3293	Gaskets, packing, & sealing devices	230	71	31,135	1,941.0	80
3295	Ground or treated minerals & earths	530	78	34,300	1,309.2	47
3296	Mineral wool	113	46	19,211	2,713.1	87
3297	Nonclay refractories	100	47	15,242	1,006.9	84
3299	Nonmetallic mineral products n.e.c.	72	16	5,831	314.2	63
SIC 33 Primary metal						
3312	Blast furnaces & steel mills	341	210	348,881	50,563.5	98
3313	Electrometallurgical products	49	30	11,352	1,124.4	92
3315	Steel wire & related products	174	68	22,621	2,707.7	78
3316	Cold-rolled steel sheet, strip, & bars	189	87	34,953	3,265.6	87
3317	Steel pipe & tubes	223	112	50,476	3,200.4	89
3321	Gray-iron foundries	783	317	135,972	8,152.6	84
3322	Malleable-iron foundries	66	39	18,842	792.2	94
3324	Steel-investment foundries	71	23	8,071	517.6	81
3325	Steel foundries n.e.c.	315	165	62,968	2,597.5	89
3331	Primary copper	53	31	26,570	5,368.5	96
3332	Primary lead	28	11	4,372	1,049.4	83
3333	Primary zinc	21	11	3,659	810.0	88
3334	Primary aluminum	52	36	36,160	6,567.9	98
3339	Primary nonferrous metals n.e.c.	58	25	8,213	1,363.4	82
3341	Secondary nonferrous metals	250	74	24,925	4,959.4	69
3351	Copper rolling & drawing	116	76	30,080	5,653.0	93
3353	Aluminum sheet, plate, & foil	62	38	28,860	8,426.5	96
3354	Aluminum extruded products	145	73	23,166	2,897.6	85
3355	Aluminum rolling & drawing n.e.c.	79	34	15,780	1,407.5	87
3356	Nonferrous rolling & drawing n.e.c.	150	49	22,440	3,594.2	81
3357	Nonferrous-wire drawing & insulating	266	157	58,016	9,333.9	91
3361	Aluminum foundries	526	154	52,523	3,417.0	71
3362	Brass, bronze, & copper foundries	289	54	21,497	837.1	57
3369	Nonferrous foundries n.e.c.	288	86	36,908	1,146.3	76
3398	Metal heat treating	231	28	12,646	1,157.0	38
3399	Primary metal products n.e.c.	259	41	17,261	969.7	49
SIC 34 Fabricated metal						
3411	Metal cans	373	193	68,053	8,512.1	88
3412	Metal shipping barrels, drums, & pails	178	53	15,222	942.9	61
3421	Cutlery	79	39	14,723	880.7	88
3423	Hand & edge tools n.e.c.	391	123	51,313	2,725.6	79
3425	Hand saws & saw blades	80	28	8,694	449.8	77
3429	Hardware n.e.c.	644	196	88,361	6,295.8	79
3431	Metal sanitary ware	84	31	12,706	557.3	80
3432	Plumbing fittings & brass goods	163	85	27,433	1,281.3	88
3433	Heating equipment, except electric	384	130	47,379	1,840.2	78
3441	Fabricated structural metal	1,683	348	136,290	6,162.8	58
3442	Metal doors, sash, & trim	992	231	86,715	3,870.2	62
3443	Fabricated plate work (boiler shops)	1,132	320	139,024	8,842.2	75
3444	Sheet-metal work	1,909	264	117,696	5,765.2	44
3446	Architectural & ornamental metal work	302	38	18,928	1,129.6	43
3448	Prefabricated metal buildings	232	81	30,025	2,196.9	78
3449	Miscellaneous metal work	433	68	28,023	1,515.8	46
3451	Screw-machine products	890	96	46,671	2,105.6	35
3452	Bolts, nuts, rivets, & washers	545	180	68,281	3,930.1	78
3462	Iron & steel forgings	406	134	57,618	3,475.9	80
3463	Nonferrous forgings	41	23	9,777	586.2	93
3465	Automotive stampings	195	103	89,502	12,302.2	96
3466	Crowns & closures	46	24	9,101	731.3	88
3469	Metal stampings n.e.c.	1,309	305	109,753	5,631.1	62
3471	Plating & polishing	1,112	105	59,731	2,134.3	34
3479	Metal coating & allied services n.e.c.	556	80	36,135	1,956.7	49
3482	Small-arms ammunition	20	9	10,340	520.7	96
3483	Ammunition, except small-arms, n.e.c.	44	32	30,332	848.5	98
3484	Small arms	53	21	22,145	934.5	93
3489	Ordnance & accessories n.e.c.	44	26	22,431	820.1	97
3493	Steel springs, except wire	113	35	11,173	599.6	70
3494	Valves & pipe fittings	691	284	103,041	6,914.6	84
3495	Wire springs	189	51	16,770	1,017.0	68
3496	Miscellaneous fabricated wire products	719	188	66,416	1,804.0	66
3497	Metal foil & leaf	27	8	2,558	1,072.7	68
3498	Fabricated pipe & fittings	323	66	26,227	2,129.7	58
3499	Fabricated metal products n.e.c.	948	199	77,945	4,199.2	61
SIC 35 Nonelectrical machinery						
3511	Turbines & turbine-generator set units	87	39	38,613	3,721.9	95
3519	Internal-combustion engines n.e.c.	122	63	72,823	9,295.1	96
3523	Farm machinery & equipment	862	230	133,171	11,041.4	80
3524	Lawn & garden equipment	117	53	31,119	1,700.1	91
3531	Construction machinery	481	207	143,556	16,247.8	92
3532	Mining machinery	259	85	41,817	2,766.4	81
3533	Oil-field machinery	327	126	55,369	4,847.8	85
3534	Elevators & moving stairways	148	40	16,952	613.5	72
3535	Conveyors & conveying equipment	371	99	37,356	2,464.0	68

DEFINITIONS—**SIC**: 4-digit classification used by federal government. **Industry:** Classification by plant's primary product. A complete listing of full SIC industry titles and definitions is in the 1972 *Standard Industrial Classification Manual*, U.S. Government Printing Office, Washington, DC; price: $6.75. **Total Plants:** 20 + employees. **Large Plants:** 100 + employees. **Shipments:** Dollar value of all goods produced. **% In Large Plants:** Share of dollar shipments produced in plants with 100 + employees. This is a rounded number; if the share is 99.5% or more, it shows as 100%. **Employment:** Number of persons employed in plants with 20 + employees. **N.e.c.:** Not elsewhere classified.

1980 (S&MM Est.)

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3536	Hoists, industrial cranes, & monorails	176	59	26,733	1,097.0	81
3537	Industrial trucks & tractors	294	96	51,155	2,497.2	82
3541	Metal-cutting machine tools	631	166	79,730	2,361.1	77
3542	Metal-forming machine tools	258	73	29,496	931.4	75
3544	Special dies, tools, jigs, & fixtures	2,253	215	116,692	3,086.8	36
3545	Machine-tool accessories	673	140	62,859	1,958.0	67
3546	Power-driven hand tools	80	46	27,549	1,000.3	94
3547	Rolling-mill machinery	48	25	9,685	418.3	91
3549	Metalworking machinery n.e.c.	207	55	22,072	750.8	71
3551	Food-products machinery	510	144	50,738	3,113.3	70
3552	Textile machinery	334	82	35,501	1,624.7	72
3553	Woodworking machinery	166	37	13,051	1,748.4	58
3554	Paper-industries machinery	143	46	18,524	1,366.0	77
3555	Printing-trades machinery	274	76	28,810	2,261.2	74
3559	Special-industry machinery n.e.c.	869	212	89,638	6,328.8	71
3561	Pumps & pumping equipment	446	167	68,275	3,367.5	83
3562	Ball & roller bearings	161	86	58,055	2,239.4	94
3563	Air & gas compressors	131	59	33,717	1,855.6	91
3564	Blowers & exhaust & ventilation fans	337	107	38,129	1,259.7	76
3565	Industrial patterns	153	9	6,371	260.2	17
3566	Speed changers, drives, & gears	149	58	24,247	1,018.2	83
3567	Industrial-process furnaces & ovens	231	60	23,007	644.3	69
3568	Power-transmission equipment n.e.c.	267	101	42,061	1,339.2	83
3569	General industrial machinery n.e.c.	699	177	70,663	2,179.8	68
3572	Typewriters	18	12	19,775	2,570.2	99
3573	Electronic computing equipment	531	290	225,868	24,176.3	95
3574	Calculating & accounting machines	60	32	20,471	1,558.6	94
3576	Scales & balances, except laboratory	71	24	10,336	597.0	82
3579	Office machines n.e.c.	161	67	30,484	2,245.9	87
3581	Automatic merchandising machines	58	25	10,390	677.4	85
3582	Commercial laundry equipment	68	16	5,775	376.7	61
3585	Refrigeration & heating equipment	534	226	124,486	17,310.3	89
3586	Measuring & dispensing pumps	24	11	3,514	626.2	85
3589	Service-industry machinery n.e.c.	355	96	37,198	2,996.0	71
3592	Carburetors, pistons, rings, & valves	87	36	28,207	2,425.5	92
3599	Machinery, except electrical, n.e.c.	3,081	248	162,157	10,997.2	36
	SIC 36 Electrical & electronics					
3612	Transformers	292	119	66,836	2,980.8	88
3613	Switchgear & switchboard apparatus	414	176	79,745	4,658.2	87
3621	Motors & generators	415	230	117,530	5,933.6	93
3622	Industrial controls	434	151	73,204	3,179.4	83
3623	Electric welding apparatus	139	50	21,411	1,577.4	83
3624	Carbon & graphite products	58	29	15,014	972.3	92
3629	Electrical industrial apparatus n.e.c.	154	47	17,971	874.0	75
3631	Household cooking equipment	76	50	32,288	1,985.1	97
3632	Household refrigerators & freezers	35	21	27,146	2,956.4	98
3633	Household laundry equipment	23	16	21,468	2,268.4	99
3634	Electric housewares & fans	187	120	50,572	3,285.6	95
3635	Household vacuum cleaners	25	14	10,821	837.8	96
3636	Sewing machines	37	11	7,689	391.3	86
3639	Household appliances n.e.c.	53	28	14,168	1,528.0	92
3641	Electric lamps	100	63	31,603	2,030.2	95
3643	Current-carrying wiring devices	365	174	62,743	2,009.6	86
3644	Non-current-carrying wiring devices	134	57	23,341	1,756.4	85
3645	Residential electric lighting fixtures	236	75	24,241	1,160.5	72
3646	Commercial electric lighting fixtures	135	47	16,893	1,113.4	77
3647	Vehicular lighting equipment	35	17	11,733	1,176.5	93
3648	Lighting equipment n.e.c.	181	62	20,578	837.6	72
3651	Radio & TV receiving sets	271	137	78,732	6,758.5	93
3652	Phonograph records & pre-recorded tape	123	33	18,836	1,444.4	79

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1980 (S&MM Est.)

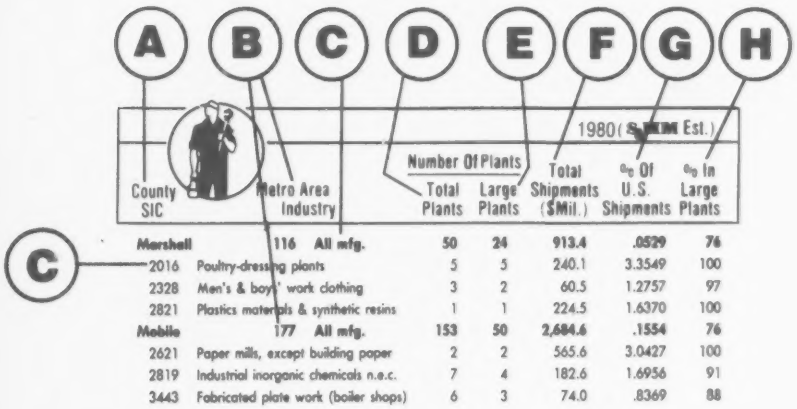
SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3661	Telephone & telegraph apparatus	223	125	157,364	12,713.2	97
3662	Radio & TV communication equipment	1,104	468	271,418	23,510.2	90
3671	Receiving-type electron tubes	27	14	11,204	214.9	96
3672	Cathode-ray TV picture tubes	18	10	16,837	1,064.6	98
3673	Transmitting electron tubes	45	24	8,494	827.7	88
3674	Semiconductors & related devices	266	141	108,395	7,512.5	95
3675	Electronic capacitors	74	50	18,634	1,040.4	94
3676	Electronic resistors	56	33	14,919	795.4	92
3677	Electronic coils & transformers	180	68	18,303	698.7	73
3678	Electronic connectors	108	50	20,655	1,644.0	89
3679	Electronic components n.e.c.	1,499	546	220,835	7,585.5	81
3691	Storage batteries	145	85	31,596	2,450.7	92
3692	Dry & wet primary batteries	47	29	12,932	817.5	94
3693	X-ray apparatus & tubes	95	42	16,810	2,216.5	87
3694	Engine electrical equipment	204	93	75,347	4,476.3	94
3699	Electrical equipment & supplies n.e.c.	198	50	18,769	778.7	65
	SIC 37 Transportation equipment					
3711	Motor vehicles & passenger-car bodies	162	108	334,609	67,229.0	99
3713	Truck & bus bodies	414	117	74,815	3,003.7	84
3714	Motor-vehicle parts & accessories	1,244	602	422,756	31,531.3	93
3715	Truck trailers	228	78	29,166	1,643.4	79
3721	Aircraft	99	71	200,005	22,831.5	99
3724	Aircraft engines & engine parts	154	74	93,655	10,827.7	96
3728	Aircraft equipment n.e.c.	559	219	117,981	7,344.7	87
3731	Ship building & repairing	301	154	150,856	8,178.7	95
3732	Boat building & repairing	471	108	40,687	2,235.6	63
3743	Railroad equipment	185	90	67,701	5,847.0	93
3751	Motorcycles, bicycles, & parts	67	25	17,134	1,203.5	91
3761	Guided missiles & space vehicles	37	30	70,791	6,745.7	99
3764	Space-propulsion units & parts	11	8	5,091	1,059.4	98
3769	Space-vehicle equipment n.e.c.	36	22	10,971	924.5	95
3792	Travel trailers & campers	309	118	36,090	2,071.9	75
3795	Tanks & tank components	9	4	3,070	1,164.2	90
3799	Transportation equipment n.e.c.	120	28	11,814	745.9	68
	SIC 38 Instruments					
3811	Engineering & scientific instruments	472	157	57,717	2,755.4	78
3822	Environmental controls	166	66	39,172	1,820.4	89
3823	Industrial process-control instruments	283	80	44,208	2,363.3	81
3824	Fluid meters & counting devices	79	33	12,781	975.2	86
3825	Electricity-measuring instruments	383	169	72,858	3,893.8	87
3829	Measuring & controlling devices n.e.c.	317	112	38,786	1,686.5	78
3832	Optical instruments & lenses	245	63	30,706	1,976.8	76
3841	Surgical & medical instruments	299	126	49,063	2,576.5	84
3842	Surgical appliances & supplies	405	136	59,661	3,758.8	80
3843	Dental equipment & supplies	165	42	17,129	1,137.4	71
3851	Ophthalmic goods	294	90	34,670	747.5	76
3861	Photographic equipment & supplies	392	120	87,153	15,274.9	86
3873	Watches, clocks, & watchcases	107	53	29,633	1,262.1	93
	SIC 39 Misc. manufacturing					
3911	Precious-metal jewelry	452	79	35,415	2,447.7	57
3914	Silverware & plated & stainless ware	91	28	12,926	483.3	82
3915	Jewelers' materials & lapidary work	87	11	6,926	847.2	54
3931	Musical instruments & parts	169	73	27,476	1,084.2	86
3942	Dolls & stuffed toy animals	90	27	7,839	342.4	64
3944	Games, toys, & children's vehicles	277	124	59,937	3,232.2	89
3949	Sporting & athletic goods n.e.c.	546	160	58,446	2,739.3	72
3951	Pens & mechanical pencils	89	35	14,036	726.9	83
3952	Lead pencils & art goods	68	23	7,513	316.2	74
3953	Marking devices	169	12	9,157	279.3	38
3955	Carbon paper & inked ribbons	60	20	5,527	399.6	68
3961	Costume jewelry	274	67	23,426	883.3	62
3962	Artificial flowers	92	10	5,856	211.5	39
3963	Buttons	65	10	3,490	113.7	38
3964	Needles, pins, & fasteners	140	50	18,747	788.8	78
3991	Brooms & brushes	216	57	21,584	776.3	68
3993	Signs & advertising displays	910	104	51,259	1,951.6	38
3995	Burial caskets	185	27	12,607	555.3	50
3996	Hard-surface floor coverings n.e.c.	19	11	9,250	638.5	96
3999	Manufactures n.e.c.	766	143	61,425	2,943.0	59

Alphabetical listing of S&MM's 300 metropolitan markets

Area Code	Metro Area Name
1	Abilene, Texas
2	Akron, Ohio
3	Albany, Ga.
4	Albany - Schenectady - Troy, N.Y.
5	Albuquerque, N.M.
6	Alexandria, La.
7	Allentown - Bethlehem - Easton, Pa.
8	Altoona, Pa.
9	Amarillo, Texas
10	Anaheim - Santa Ana - Garden Grove, Calif.
11	Anchorage, Alaska
12	Anderson, Ind.
13	△ Anderson, S.C.
14	Ann Arbor, Mich.
15	Anniston, Ala.
16	Appleton - Oshkosh, Wisc.
17	Asheville, N.C.
18	△ Athens, Ga.
19	Atlanta, Ga.
20	Atlantic City, N.J.
21	Augusta, Ga.
22	Austin, Texas
23	Bakersfield, Calif.
24	Baltimore, Md.
25	△ Bangor, Maine
26	Baton Rouge, La.
27	Battle Creek, Mich.
28	Bay City, Mich.
29	Beaumont - Port Arthur - Orange, Texas
30	△ Benton Harbor - St. Joseph, Mich.
31	Billings, Mont.
32	Biloxi - Gulfport, Miss.
33	Binghamton, N.Y.
34	Birmingham, Ala.
35	Bismarck, N.D.
36	Bloomington - Normal, Ill.
37	Bloomington, Ind.
38	Boise, Idaho
39	Boston - Lowell - Brockton - Lawrence - Haverhill, Mass.
40	Bradenton, Fla.
41	△ Bremerton, Wash.
42	Bridgeport - Stamford - Norwalk - Danbury, Conn.
43	Brownsville - Harlingen - San Benito, Texas
44	Bryan - College Station, Texas
45	Buffalo, N.Y.
46	Burlington, N.C.
47	△ Burlington, Vt.
48	Canton, Ohio
49	Cedar Rapids, Iowa
50	Champaign - Urbana - Rantoul, Ill.
51	Charleston - North Charleston, S.C.
52	Charleston, W.Va.
53	Charlotte - Gastonia, N.C.
54	Chattanooga, Tenn.
55	△ Cheyenne, Wyo.
56	Chicago, Ill.
57	Cincinnati, Ohio
58	Clarksville - Hopkinsville, Tenn.-Ky.
59	Cleveland, Ohio
60	Colorado Springs, Colo.
61	Columbia, Mo.
62	Columbia, S.C.
63	Columbus, Ga.
64	Columbus, Ohio
65	Corpus Christi, Texas
66	Dallas - Fort Worth, Texas
67	△ Danville, Ill.
68	△ Danville, Va.
69	Davenport - Rock Island - Moline, Iowa-Ill.
70	Dayton, Ohio
71	Daytona Beach, Fla.
72	Decatur, Ill.
73	Denver - Boulder, Colo.
74	Des Moines, Iowa
75	Detroit, Mich.
76	Dubuque, Iowa
77	Duluth - Superior, Minn.-Wisc.
78	Eau Claire, Wisc.
79	Elkhart, Ind.
80	Elmira, N.Y.
81	El Paso, Texas
82	Enid, Okla.
83	Erie, Pa.
84	Eugene - Springfield, Ore.
85	Evansville, Ind.
86	Fargo - Moorhead, N.D.-Minn.
87	Fayetteville - Springdale, Ark.
88	Fayetteville, N.C.
89	Flint, Mich.
90	Florence, Ala.
91	Fort Collins, Colo.
92	Fort Lauderdale - Hollywood, Fla.
93	Fort Myers - Cape Coral, Fla.
94	Fort Smith, Ark.
95	Fort Wayne, Ind.
96	Fresno, Calif.
97	Gadsden, Ala.
98	Gainesville, Fla.
99	Galveston - Texas City, Texas
100	Gary - Hammond - East Chicago, Ind.
101	Grand Forks, N.D.
102	Grand Rapids, Mich.
103	Great Falls, Mont.
104	Greeley, Colo.
105	Green Bay, Wisc.
106	Greensboro - Winston-Salem - High Point, N.C.
107	Greenville - Spartanburg, S.C.
108	△ Hagerstown, Md.
109	Hamilton - Middletown, Ohio
110	Harrisburg, Pa.
111	Hartford - New Britain - Bristol, Conn.
112	△ Hattiesburg, Miss.
113	Honolulu, Hawaii
114	Houston, Texas
115	Huntington - Ashland, W.Va.-Ky.
116	Huntsville, Ala.
117	Indianapolis, Ind.
118	Iowa City, Iowa
119	Jackson, Mich.
120	Jackson, Miss.
121	△ Jackson, Tenn.
122	Jacksonville, Fla.
123	△ Jamestown, N.Y.
124	Janesville - Beloit, Wisc.
125	Jersey City, N.J.
126	Johnson City - Kingsport - Bristol, Tenn.
127	Johnstown, Pa.
128	△ Joplin, Mo.
129	Kalamazoo - Portage, Mich.
130	Kankakee, Ill.
131	△ Kannapolis - Concord - Salisbury, N.C.
132	Kansas City, Mo.
133	Kenosha, Wisc.
134	Killeen - Temple, Texas
135	Knoxville, Tenn.
136	Kokomo, Ind.
137	La Crosse, Wisc.
138	Lafayette - West Lafayette, Ind.
139	Lafayette, La.
140	Lake Charles, La.
141	Lakeland - Winter Haven, Fla.
142	Lancaster, Pa.
143	Lansing - East Lansing, Mich.
144	Laredo, Texas
145	Las Cruces, N.M.
146	Las Vegas, Nev.
147	Lawrence, Kansas
148	Lawton, Okla.
149	Lewiston - Auburn, Maine
150	Lexington-Fayette, Ky.
151	Lima, Ohio
152	Lincoln, Neb.
153	Little Rock - North Little Rock, Ark.
154	Long Branch - Asbury Park, N.J.
155	Longview - Marshall, Texas
156	Lorain - Elyria, Ohio
157	Los Angeles - Long Beach, Calif.
158	Louisville, Ky.
159	Lubbock, Texas
160	Lynchburg, Va.
161	McAllen - Pharr - Edinburg, Texas
162	Macon, Ga.
163	Madison, Wisc.
164	Manchester - Nashua, N.H.
165	△ Manitowoc - Two Rivers, Wisc.
166	Mansfield, Ohio
167	△ Marion, Ind.
168	Melbourne - Titusville - Cocoa, Fla.
169	Memphis, Tenn.
170	△ Meridian, Miss.
171	Miami, Fla.
172	△ Michigan City - La Porte, Ind.
173	Midland, Texas
174	Milwaukee, Wisc.
175	Minneapolis - St. Paul, Minn.
176	△ Missoula, Mont.
177	Mobile, Ala.
178	Modesto, Calif.
179	Monroe, La.
180	Montgomery, Ala.
181	Muncie, Ind.
182	Muskegon - Norton Shores - Muskegon Heights, Mich.
183	Nashville-Davidson, Tenn.
184	Nassau - Suffolk, N.Y.
185	Newark, N.J.
186	△ Newark, Ohio
187	New Bedford - Fall River, Mass.
188	New Brunswick - Perth Amboy - Sayreville, N.J.
189	△ Newburgh - Middletown, N.Y.
190	New Haven - West Haven - Waterbury - Meriden, Conn.
191	New London - Norwich, Conn.
192	New Orleans, La.
193	Newport News - Hampton, Va.
194	New York, N.Y.
195	Norfolk - Virginia Beach - Portsmouth, Va.
196	Northeast Pennsylvania
197	Odessa, Texas
198	Oklahoma City, Okla.
199	△ Olympia, Wash.
200	Omaha, Neb.
201	Orlando, Fla.
202	Owensboro, Ky.
203	Oxnard - Simi Valley - Ventura, Calif.
204	Panama City, Fla.
205	Parkersburg - Marietta, W.Va.-Ohio
206	Pascagoula - Moss Point, Miss.
207	Paterson - Clifton - Passaic, N.J.
208	Pensacola, Fla.
209	Peoria, Ill.
210	Petersburg - Colonial Heights - Hopewell, Va.
211	Philadelphia, Pa.
212	Phoenix, Ariz.
213	Pine Bluff, Ark.
214	Pittsburgh, Pa.
215	Pittsfield, Mass.
216	△ Pocatello, Idaho
217	Portland, Maine
218	Portland, Ore.
219	Poughkeepsie, N.Y.
220	Providence - Warwick - Pawtucket, R.I.
221	Provo - Orem, Utah
222	Pueblo, Colo.
223	△ Quincy, Ill.
224	Racine, Wisc.
225	Raleigh - Durham, N.C.
226	Rapid City, S.D.
227	Reading, Pa.
228	Reno, Nev.
229	Richland - Kennewick - Pasco, Wash.
230	Richmond, Va.
231	Riverside - San Bernardino - Ontario, Calif.
232	Roanoke, Va.
233	Rochester, Minn.
234	Rochester, N.Y.
235	Rockford, Ill.
236	Sacramento, Calif.
237	Saginaw, Mich.
238	St. Cloud, Minn.
239	St. Joseph, Mo.
240	St. Louis, Mo.
241	Salem, Ore.
242	Salinas - Seaside - Monterey, Calif.
243	Salt Lake City - Ogden, Utah
244	San Angelo, Texas
245	San Antonio, Texas
246	San Diego, Calif.
247	San Francisco - Oakland, Calif.
248	San Jose, Calif.
249	Santa Barbara - Santa Maria - Lompoc, Calif.
250	Santa Cruz, Calif.
251	△ Santa Fe, N.M.
252	Santa Rosa, Calif.
253	Sarasota, Fla.
254	Savannah, Ga.
255	Seattle - Everett, Wash.
256	△ Sheboygan, Wisc.
257	Sherman - Denison, Texas
258	Shreveport, La.
259	Sioux City, Iowa
260	Sioux Falls, S.D.
261	South Bend, Ind.
262	Spokane, Wash.
263	Springfield, Ill.
264	Springfield - Chicopee - Holyoke, Mass.
265	Springfield, Mo.
266	Springfield, Ohio
267	Steubenville - Weirton, Ohio-W.Va.
268	Stockton, Calif.
269	Syracuse, N.Y.
270	Tacoma, Wash.
271	Tallahassee, Fla.
272	Tampa - St. Petersburg, Fla.
273	Terre Haute, Ind.
274	Texarkana, Texas-Ark.
275	Toledo, Ohio
276	Topeka, Kansas
277	Trenton, N.J.
278	Tucson, Ariz.
279	Tulsa, Okla.
280	Tuscaloosa, Ala.
281	Tyler, Texas
282	Utica - Rome, N.Y.
283	Vallejo - Fairfield - Napa, Calif.
284	△ Victoria, Texas
285	Vineland - Millville - Bridgeton, N.J.
286	Waco, Texas
287	Washington, D.C.
288	Waterloo - Cedar Falls, Iowa
289	△ Wausau, Wisc.
290	West Palm Beach - Boca Raton, Fla.
291	Wheeling, W.Va.
292	Wichita, Kansas
293	Wichita Falls, Texas
294	Williamsport, Pa.
295	Wilmington, Del.
296	Wilmington, N.C.
297	Worcester - Fitchburg - Leominster, Mass.
298	Yakima, Wash.
299	York, Pa.
300	Youngstown - Warren, Ohio

△Potential metropolitan area according to S&MM's definition.

Guide to using S&MM's Survey of Industrial Purchasing Power



A All the 2,834 counties with at least one manufacturing establishment of 20 or more employees are included, listed alphabetically by state. In each county, individual industries whose establishments have an aggregate employment of 1,000 or more are listed. These industries are at the 4-digit level of the Standard Industrial Classification (SIC) system used by the federal government. See page 26 for a discussion of SIC. CAUTION: The county "All mfg." totals will add up to the U.S. total. However, the 4-digit SIC industry totals will not add up to the U.S. totals shown in the industry section starting on page 30, because an industry will not appear if its county employment is under 1,000.

B When a county is a part of a metropolitan area, we indicate it with a numerical code that refers to the 300 S&MM-designated metropolitan markets. To find out in which metropolitan area a county is included, consult the alphabetical listing of metro markets on page 35.

C The "All mfg." line that appears in boldface type refers to the overall totals for all the manufacturing plants in the county with 20 or more employees. The names of the 4-digit SIC industries appear in lightface type. A complete listing of all SIC-coded industry titles is in the 1972 *Standard Industrial Classification Manual* (U.S. Government Printing Office, Washington, DC 20402; price: $6.75). A 1977 *Supplement*, embodying minor revisions, is available from the same source for 90¢. However, the *Survey* has a few more 4-digit industries than shown in the *Manual* because we have retained certain industries that were merged by the government into catchall groups.

D This is the total number of manufacturing plants with at least 20 employees.

E Because of the economies of scale, large plants (100 or more employees) account for a greater share of a county's manufacturing activity than is indicated by their numbers. Hence, a separate total of such establishments is provided. They can be considered key selling prospects.

F This is the dollar value of all goods produced by the manufacturing type establishments. It is a reliable indicator of the county's buying potential because, overall, 58% of the dollar amount is expended on equipment, supplies, and materials (an additional 4% goes for new capital expenditures). However, the ratio will differ from industry to industry; an industry's particular ratio can be obtained from the 1977 *Census of Manufactures* report, *Selected Statistics for Industry Groups and Industries: 1977 and 1972*, MC77-S-1(P), available from Subscriber Services (Publications), Bureau of the Census, Washington, DC 20233, for 35¢. The shipments figure includes interplant shipments between establishments of a common ownership; however, they make up a very small share of the overall total. Also, where a 4-digit SIC industry is concerned, if a plant produces goods that fall into more than one classification, all its output is credited to the "primary" industry that describes the largest share of its output.

G The county's "All mfg." share of U.S. shipments indicates its importance relative to other counties. The comparable ratio is provided for 4-digit industries, making it easier for the marketing executive to determine those counties that are the most important markets for his products. However, bear in mind that the percentage figure in boldface type pertains to a county's share of total U.S. shipments, the percentage figure in lightface type to the county's share of the U.S. total of a particular industry. Thus, within a county, the lightface percentages will not add up to the boldface percentage figure.

H The portion of a county's manufacturing output produced by the large plants will suggest the necessary level of sales coverage. Normally, the higher the percentage figure, the fewer salespeople required.

1981 Survey county-by-county totals

1980 ($MM Est.)

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
ALABAMA						
Autauga	180 All mfg.	9	5	192.3	.0111	97
Baldwin	177 All mfg.	34	9	234.6	.0136	60
Barbour	All mfg.	26	11	150.0	.0087	68
Bibb	All mfg.	14	5	76.5	.0044	71
Blount	All mfg.	8	4	77.5	.0045	83
Bullock	All mfg.	5	5	70.5	.0041	100
Butler	All mfg.	23	11	208.6	.0121	67
Calhoun	15 All mfg.	65	28	633.2	.0366	81
2281	Yarn-spinning mills, except wool	3	3	57.0	1.2904	100
Chambers	All mfg.	15	11	349.8	.0202	97
2211	Cotton-weaving mills	6	6	182.8	3.4857	100
Cherokee	All mfg.	9	5	48.5	.0028	79
Chilton	All mfg.	9	5	59.0	.0034	80
Choctaw	All mfg.	10	5	363.8	.0211	97
Clarke	All mfg.	16	8	250.7	.0145	68
Clay	All mfg.	13	7	132.4	.0077	68
Cleburne	All mfg.	6	4	57.4	.0033	95
Coffee	All mfg.	22	9	203.1	.0118	73
Colbert	90 All mfg.	42	15	1,731.0	.1002	96
3334	Primary aluminum	1	1	245.2	3.7333	100
3353	Aluminum sheet, plate, & foil	1	1	1,021.9	12.1272	100
3361	Aluminum foundries	2	2	99.5	2.9119	100
Conecuh	All mfg.	7	3	48.8	.0028	71
Coosa	All mfg.	9	3	49.8	.0029	51
Covington	All mfg.	25	13	268.2	.0155	83
2321	Men's & boys' shirts & nightwear	3	3	58.8	1.5953	100
Crenshaw	All mfg.	12	3	98.8	.0057	69
Cullman	All mfg.	28	15	374.8	.0217	87
Dale	All mfg.	17	6	295.1	.0171	80
3011	Tires & inner tubes	1	1	147.1	1.4385	100
Dallas	All mfg.	37	16	468.6	.0271	79
De Kalb	All mfg.	44	19	208.5	.0121	79
2252	Hosiery n.e.c.	16	4	34.1	3.3540	52

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1980 ($MM Est.)

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Elmore	180 All mfg.	11	5	133.2	.0077	83
2211	Cotton-weaving mills	2	2	62.8	1.1975	100
Escambia	All mfg.	19	8	332.5	.0192	83
Etowah	97 All mfg.	55	22	821.6	.0476	86
3312	Blast furnaces & steel mills	1	1	376.9	.7454	100
Fayette	All mfg.	18	8	164.3	.0095	77
Franklin	All mfg.	19	10	131.9	.0076	73
Geneva	All mfg.	16	9	98.1	.0057	79
2321	Men's & boys' shirts & nightwear	6	6	41.6	1.1287	100
Greene	All mfg.	2	1	9.7	.0006	70
Hale	All mfg.	11	1	58.1	.0034	38
Henry	All mfg.	16	4	137.3	.0079	39
Houston	All mfg.	42	23	479.2	.0277	85
3069	Fabricated rubber products n.e.c.	1	1	38.0	.8263	100
Jackson	All mfg.	30	15	431.0	.0249	89
Jefferson	34 All mfg.	420	140	4,639.6	.2685	78
2086	Bottled & canned soft drinks	6	5	125.6	.9694	98
2099	Food preparations n.e.c.	9	2	114.7	1.4247	70
2752	Lithographic commercial printing	18	3	131.4	1.1162	48
3241	Hydraulic cement	4	4	182.8	4.1681	100
3312	Blast furnaces & steel mills	9	9	619.5	1.2252	100
3321	Gray-iron foundries	14	7	310.7	3.8111	94
3325	Steel foundries n.e.c.	9	4	46.1	1.7748	79
3441	Fabricated structural metal	15	4	92.4	1.4993	68
3443	Fabricated plate work (boiler shops)	16	7	123.3	1.3944	77
3494	Valves & pipe fittings	5	3	196.2	2.8375	96
3721	Aircraft	1	1	114.1	.4997	100
3743	Railroad equipment	3	1	201.2	3.4411	97
Lamar	All mfg.	12	9	85.7	.0050	84
2327	Men's & boys' separate trousers	5	5	28.9	1.3259	100
Lauderdale	90 All mfg.	29	16	612.7	.0355	93
3011	Tires & inner tubes	1	1	343.1	3.3552	100
Lawrence	All mfg.	5	5	152.1	.0088	100
Lee	All mfg.	34	10	504.8	.0292	83
2211	Cotton-weaving mills	2	2	49.6	.9458	100
3011	Tires & inner tubes	1	1	171.6	1.6781	100
Limestone	116 All mfg.	14	11	163.1	.0094	93
Lowndes	All mfg.	6	2	32.5	.0019	54
Macon	All mfg.	2	2	374.3	.0217	100
Madison	116 All mfg.	106	40	1,695.2	.0981	86
2211	Cotton-weaving mills	1	1	38.6	.7360	100
3443	Fabricated plate work (boiler shops)	3	3	93.8	1.0608	100
3661	Telephone & telegraph apparatus	3	1	250.8	1.9728	97

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Large Plants	Total Shipments (1980 $MM Est.)	% Of U.S. Shipments	% In Large Plants
ALABAMA (Madison, cont.)						
3662	Radio & TV communication equipment	6	4	141.7	.6027	93
3679	Electronic components n.e.c.	4	2	73.2	.9650	92
Marengo	**All mfg.**	**15**	**3**	**169.1**	**.0098**	**68**
Marion	**All mfg.**	**20**	**12**	**234.6**	**.0136**	**89**
Marshall 116	**All mfg.**	**50**	**24**	**913.4**	**.0529**	**76**
2016	Poultry-dressing plants	5	5	240.1	3.3549	100
2328	Men's & boys' work clothing	3	2	60.5	1.2757	97
2821	Plastics materials & synthetic resins	1	1	224.5	1.6370	100
Mobile 177	**All mfg.**	**153**	**50**	**2,684.6**	**.1554**	**76**
2621	Paper mills, except building paper	2	2	565.6	3.0427	100
2819	Industrial inorganic chemicals n.e.c.	7	4	182.6	1.6956	91
3443	Fabricated plate work (boiler shops)	6	3	74.0	.8369	88
3731	Ship building & repairing	7	2	167.8	2.0517	91
Monroe	**All mfg.**	**14**	**7**	**236.0**	**.0137**	**82**
Montgomery 180	**All mfg.**	**109**	**50**	**1,117.6**	**.0647**	**80**
Morgan	**All mfg.**	**64**	**22**	**1,545.2**	**.0894**	**88**
2821	Plastics materials & synthetic resins	1	1	187.2	1.3650	100
2824	Noncellulosic synthetic organic fibers	1	1	265.5	3.1242	100
Perry	**All mfg.**	**3**	**1**	**33.8**	**.0020**	**49**
Pickens	**All mfg.**	**13**	**5**	**118.3**	**.0068**	**75**
Pike	**All mfg.**	**25**	**7**	**193.5**	**.0112**	**36**
Randolph	**All mfg.**	**13**	**7**	**93.9**	**.0054**	**74**
Russell 63	**All mfg.**	**19**	**6**	**186.4**	**.0108**	**74**
2211	Cotton-weaving mills	3	3	48.4	.9229	100
St. Clair 34	**All mfg.**	**21**	**6**	**127.7**	**.0074**	**55**
Shelby 34	**All mfg.**	**49**	**11**	**252.2**	**.0146**	**55**
Sumter	**All mfg.**	**14**	**6**	**119.6**	**.0069**	**75**
Talladega	**All mfg.**	**43**	**19**	**572.4**	**.0331**	**86**
2281	Yarn-spinning mills, except wool	6	6	77.3	1.7500	100
2611	Pulp mills	1	1	187.7	6.1481	100
Tallapoosa	**All mfg.**	**26**	**13**	**254.3**	**.0147**	**76**
2211	Cotton-weaving mills	4	4	59.5	1.1346	100
Tuscaloosa 280	**All mfg.**	**57**	**16**	**879.2**	**.0509**	**79**
3011	Tires & inner tubes	1	1	196.1	1.9177	100
3321	Gray-iron foundries	1	1	75.0	.9200	100
Walker 34	**All mfg.**	**26**	**6**	**142.7**	**.0083**	**56**
Washington	**All mfg.**	**7**	**4**	**309.5**	**.0179**	**97**
2879	Agricultural chemicals n.e.c.	1	1	233.8	6.2849	100
Wilcox	**All mfg.**	**13**	**2**	**255.3**	**.0148**	**80**
2621	Paper mills, except building paper	1	1	197.4	1.0619	100
Winston	**All mfg.**	**38**	**11**	**188.7**	**.0109**	**55**
State Total	**All mfg.**	**2,164**	**854**	**28,336.4**	**1.6400**	**81**
ARIZONA						
Apache	**All mfg.**	**5**	**3**	**82.3**	**.0048**	**91**
Cochise	**All mfg.**	**15**	**6**	**156.0**	**.0090**	**83**
Coconino	**All mfg.**	**15**	**3**	**114.6**	**.0066**	**59**
Gila	**All mfg.**	**6**	**3**	**741.6**	**.0429**	**98**
3331	Primary copper	4	3	737.6	13.7394	99
Graham	**All mfg.**	**2**		**5.1**	**.0003**	**0**
Greenlee	**All mfg.**	**1**	**1**	**404.1**	**.0234**	**100**
3331	Primary copper	1	1	404.1	7.5272	100
Maricopa 212	**All mfg.**	**600**	**139**	**7,773.4**	**.4499**	**82**
2011	Meat-packing plants	14	3	293.4	.7562	62
2341	Women's & children's underwear	4	4	28.9	1.2699	100
2711	Newspapers	9	4	102.5	.6373	92
3069	Fabricated rubber products n.e.c.	2	1	47.1	1.0242	97
3079	Miscellaneous plastics products	12	2	72.6	.2832	66
3272	Concrete products n.e.c.	8	4	63.2	1.6211	86
3357	Nonferrous-wire drawing & insulating	2	2	177.0	1.8963	100
3441	Fabricated structural metal	19	4	83.2	1.3500	75
3573	Electronic computing equipment	12	6	1,008.7	4.1723	97
3585	Refrigeration & heating equipment	4	2	162.4	.9382	92
3599	Machinery, except electrical, n.e.c.	20	2	72.1	.6556	42
3661	Telephone & telegraph apparatus	4	1	168.5	1.3254	91
3662	Radio & TV communication equipment	10	4	529.2	2.2509	96
3674	Semiconductors & related devices	10	8	1,055.4	14.0486	99
3713	Truck & bus bodies	2	1	61.3	2.0408	98
3724	Aircraft engines & engine parts	2	1	704.0	6.5018	99
3728	Aircraft equipment n.e.c.	20	8	397.3	5.4093	93
Mohave	**All mfg.**	**12**	**1**	**75.6**	**.0044**	**45**
3549	Metalworking machinery n.e.c.	1	1	34.0	4.5285	100
Navajo	**All mfg.**	**11**	**2**	**137.8**	**.0080**	**61**
Pima 278	**All mfg.**	**107**	**20**	**1,460.6**	**.0845**	**86**
3331	Primary copper	2	1	212.1	3.9508	98
3573	Electronic computing equipment	2	2	354.8	1.4676	100
3674	Semiconductors & related devices	1	1	71.9	.9571	100
3761	Guided missiles & space vehicles	1	1	333.6	4.9454	100
Pinal	**All mfg.**	**19**	**6**	**1,027.6**	**.0595**	**94**
3331	Primary copper	2	2	949.7	17.6902	100
Santa Cruz	**All mfg.**	**10**	**6**	**53.2**	**.0031**	**80**
Yavapai	**All mfg.**	**9**	**1**	**44.7**	**.0026**	**51**
Yuma	**All mfg.**	**13**	**1**	**49.4**	**.0029**	**11**
State Total	**All mfg.**	**825**	**192**	**12,126.0**	**.7018**	**84**
ARKANSAS						
Arkansas	**All mfg.**	**25**	**7**	**321.8**	**.0186**	**81**
Ashley	**All mfg.**	**25**	**8**	**350.7**	**.0203**	**80**
2621	Paper mills, except building paper	1	1	197.4	1.0619	100
Baxter	**All mfg.**	**12**	**5**	**360.6**	**.0209**	**95**
2834	Pharmaceutical preparations	1	1	314.6	1.8972	100
Benton 87	**All mfg.**	**63**	**27**	**693.1**	**.0401**	**82**
2016	Poultry-dressing plants	3	2	102.3	1.4294	97
3041	Rubber & plastic hose & belting	2	2	48.8	3.1166	100
3621	Motors & generators	2	2	108.6	1.8303	100
Boone	**All mfg.**	**28**	**5**	**110.2**	**.0064**	**50**
Bradley	**All mfg.**	**10**	**8**	**118.1**	**.0068**	**94**
Calhoun	**All mfg.**	**2**		**3.3**	**.0002**	**0**
Carroll	**All mfg.**	**11**	**4**	**96.6**	**.0056**	**80**
Chicot	**All mfg.**	**7**	**4**	**46.3**	**.0027**	**75**
Clark	**All mfg.**	**14**	**5**	**153.9**	**.0089**	**83**
Clay	**All mfg.**	**16**	**6**	**65.6**	**.0038**	**56**
Cleburne	**All mfg.**	**12**	**2**	**50.1**	**.0029**	**57**
Cleveland	**All mfg.**	**4**		**38.8**	**.0022**	**0**
Columbia	**All mfg.**	**26**	**9**	**237.0**	**.0137**	**75**
Conway	**All mfg.**	**13**	**5**	**156.0**	**.0090**	**78**
Craighead	**All mfg.**	**47**	**24**	**500.4**	**.0290**	**85**
3144	Women's nonathletic footwear	2	2	62.1	3.7103	100
Crawford 94	**All mfg.**	**24**	**6**	**166.9**	**.0097**	**41**
Crittenden 169	**All mfg.**	**33**	**5**	**224.9**	**.0130**	**39**
Cross	**All mfg.**	**7**	**3**	**107.8**	**.0062**	**90**
Dallas	**All mfg.**	**19**	**6**	**120.8**	**.0070**	**74**
Desha	**All mfg.**	**12**	**7**	**133.2**	**.0077**	**84**
Drew	**All mfg.**	**10**	**4**	**263.5**	**.0153**	**91**
2272	Tufted carpets & rugs	1	1	190.0	3.7280	100
Faulkner	**All mfg.**	**33**	**10**	**319.7**	**.0185**	**80**
Franklin	**All mfg.**	**12**	**3**	**80.2**	**.0046**	**74**
Fulton	**All mfg.**	**2**	**1**	**13.5**	**.0008**	**88**
Garland	**All mfg.**	**43**	**9**	**580.4**	**.0336**	**76**
2421	General sawmills & planing mills	3	1	211.3	1.6954	95
3143	Men's nonathletic footwear	1	1	69.2	3.1701	100
Grant	**All mfg.**	**9**	**4**	**60.6**	**.0035**	**87**
Greene	**All mfg.**	**14**	**6**	**240.7**	**.0139**	**91**
3621	Motors & generators	1	1	106.0	1.7864	100
Hempstead	**All mfg.**	**22**	**6**	**147.1**	**.0085**	**68**
Hot Spring	**All mfg.**	**22**	**9**	**238.6**	**.0138**	**88**
3624	Carbon & graphite products	1	1	113.4	11.6631	100
Howard	**All mfg.**	**15**	**8**	**278.1**	**.0161**	**87**
2421	General sawmills & planing mills	2	2	132.0	1.0591	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 ($MM Est.)	% Of U.S. Shipments	% In Large Plants
Independence	**All mfg.**	**25**	**11**	**355.8**	**.0206**	**85**
Izard	**All mfg.**	**5**	**1**	**14.6**	**.0008**	**32**
Jackson	**All mfg.**	**16**	**6**	**127.3**	**.0074**	**72**
Jefferson	**213 All mfg.**	**49**	**25**	**767.7**	**.0444**	**90**
2631	Paperboard mills	2	2	335.0	3.1947	100
3483	Ammunition, except small-arms, n.e.c.	1	1	49.0	5.7749	100
Johnson	**All mfg.**	**20**	**6**	**142.3**	**.0082**	**76**
Lafayette	**All mfg.**	**7**	**3**	**44.4**	**.0026**	**67**
Lawrence	**All mfg.**	**12**	**4**	**60.8**	**.0035**	**75**
Lee	**All mfg.**	**4**	**2**	**21.2**	**.0012**	**70**
Lincoln	**All mfg.**	**3**	**1**	**12.7**	**.0007**	**66**
Little River	**274 All mfg.**	**6**	**4**	**217.1**	**.0126**	**97**
2611	Pulp mills	1	1	141.3	4.6282	100
Logan	**All mfg.**	**14**	**6**	**83.6**	**.0048**	**55**
Lonoke	**All mfg.**	**16**	**8**	**183.2**	**.0106**	**80**
3482	Small-arms ammunition	1	1	88.1	16.9195	100
Madison	**All mfg.**	**3**	**2**	**32.6**	**.0019**	**94**
Marion	**All mfg.**	**5**	**3**	**37.5**	**.0022**	**83**
Miller	**274 All mfg.**	**15**	**4**	**139.9**	**.0081**	**80**
Mississippi	**All mfg.**	**47**	**16**	**632.1**	**.0366**	**58**
2771	Greeting-card publishing	1	1	89.1	6.4314	100
Monroe	**All mfg.**	**6**	**4**	**26.7**	**.0015**	**87**
Montgomery	**All mfg.**	**5**	**2**	**25.7**	**.0015**	**65**
Nevada	**All mfg.**	**6**	**2**	**43.8**	**.0025**	**71**
Ouachita	**All mfg.**	**40**	**10**	**553.7**	**.0320**	**59**
Perry	**All mfg.**	**3**		**18.5**	**.0011**	**0**
Phillips	**All mfg.**	**18**	**9**	**473.2**	**.0274**	**93**
Pike	**All mfg.**	**13**	**4**	**51.3**	**.0030**	**52**
Poinsett	**All mfg.**	**15**	**8**	**154.5**	**.0089**	**84**
2511	Wood household furniture	1	1	51.2	1.0948	100
Polk	**All mfg.**	**18**	**4**	**187.5**	**.0109**	**79**
Pope	**All mfg.**	**21**	**8**	**330.9**	**.0192**	**75**
2037	Frozen fruits & vegetables	1	1	122.4	2.9053	100
Prairie	**All mfg.**	**3**		**4.5**	**.0003**	**0**
Pulaski	**153 All mfg.**	**247**	**71**	**2,028.4**	**.1174**	**74**
2335	Women's & misses' dresses	1	1	48.6	.8990	100
3621	Motors & generators	2	2	58.0	.9775	100
3661	Telephone & telegraph apparatus	2	1	150.6	1.1846	97
3751	Motorcycles, bicycles, & parts	1	1	70.2	5.8330	100
3873	Watches, clocks, & watchcases	2	2	117.2	9.2861	100
Randolph	**All mfg.**	**14**	**6**	**91.9**	**.0053**	**74**
St. Francis	**All mfg.**	**15**	**6**	**348.8**	**.0202**	**54**
3651	Radio & TV receiving sets	1	1	111.6	1.6513	100
Saline	**153 All mfg.**	**18**	**4**	**318.5**	**.0184**	**87**
2819	Industrial inorganic chemicals n.e.c.	3	2	269.1	2.4988	99
Scott	**All mfg.**	**6**	**2**	**40.9**	**.0024**	**73**
Searcy	**All mfg.**	**8**	**1**	**23.6**	**.0014**	**44**
Sebastian	**94 All mfg.**	**143**	**49**	**1,447.9**	**.0838**	**78**
2511	Wood household furniture	8	8	66.3	1.4177	100
2512	Upholstered wood household furniture	9	3	92.2	2.8909	86
3585	Refrigeration & heating equipment	4	3	269.6	1.5575	97
3621	Motors & generators	2	1	52.0	.8764	97
3632	Household refrigerators & freezers	1	1	108.9	3.6835	100
Sevier	**All mfg.**	**7**	**4**	**93.0**	**.0054**	**87**
Sharp	**All mfg.**	**2**		**2.3**	**.0001**	**0**
Stone	**All mfg.**	**4**	**1**	**22.9**	**.0013**	**52**
Union	**All mfg.**	**43**	**12**	**1,674.1**	**.0969**	**75**
Van Buren	**All mfg.**	**6**	**3**	**32.8**	**.0019**	**83**
Washington	**87 All mfg.**	**53**	**23**	**791.9**	**.0458**	**87**
2016	Poultry-dressing plants	4	2	156.0	2.1798	93
2038	Frozen food specialties	1	1	214.0	5.0391	100
White	**All mfg.**	**29**	**12**	**278.9**	**.0161**	**73**
Woodruff	**All mfg.**	**8**	**4**	**55.8**	**.0032**	**77**
Yell	**All mfg.**	**10**	**3**	**83.2**	**.0048**	**47**
2017	Poultry & egg processing	2	2	29.1	2.7166	100
State Total	**All mfg.**	**1,600**	**560**	**18,356.5**	**1.0624**	**77**
CALIFORNIA						
Alameda	**247 All mfg.**	**675**	**184**	**6,910.7**	**.4000**	**79**
2033	Canned fruits & vegetables	10	7	87.4	1.1294	89
2051	Bread, cake, & related products	8	5	59.7	.5321	87
2052	Cookies & crackers	6	3	130.6	3.8407	90
2653	Corrugated & solid fiber boxes	13	6	105.7	1.2554	81
2711	Newspapers	8	4	80.3	.4992	89
2834	Pharmaceutical preparations	6	3	152.2	.9178	94
3221	Glass containers	4	4	87.3	3.1139	100
3312	Blast furnaces & steel mills	3	2	286.2	.5660	96
3411	Metal cans	7	6	310.6	3.6489	98
3441	Fabricated structural metal	8	2	50.6	.8211	67
3519	Internal-combustion engines n.e.c.	2	2	293.5	3.1576	100
3561	Pumps & pumping equipment	7	2	50.2	1.4907	81
3569	General industrial machinery n.e.c.	8	2	39.9	1.8304	81
3573	Electronic computing equipment	3	3	185.4	.7669	100
3711	Motor vehicles & passenger-car bodies	3	2	1,322.3	1.9669	100
3713	Truck & bus bodies	7	3	57.0	1.8977	92
Amador	**All mfg.**	**4**	**1**	**31.0**	**.0018**	**46**
Butte	**All mfg.**	**31**	**8**	**322.3**	**.0187**	**69**
Calaveras	**All mfg.**	**8**	**2**	**54.0**	**.0031**	**63**
Colusa	**All mfg.**	**5**		**21.9**	**.0013**	**0**
Contra Costa	**247 All mfg.**	**223**	**87**	**6,221.6**	**.3601**	**92**
2062	Cane-sugar refining	1	1	443.5	15.9326	100
2711	Newspapers	9	4	65.1	.4047	82
2819	Industrial inorganic chemicals n.e.c.	12	3	172.0	1.5972	79
2911	Petroleum refining	5	5	3,348.4	2.1408	100
3221	Glass containers	2	2	76.5	2.7286	100
3312	Blast furnaces & steel mills	1	1	217.4	.4300	100
3662	Radio & TV communication equipment	11	3	144.9	.6163	79
3829	Measuring & controlling devices n.e.c.	1	1	43.6	2.5852	100
Del Norte	**All mfg.**	**10**	**5**	**122.7**	**.0071**	**82**
El Dorado	**All mfg.**	**8**	**1**	**34.2**	**.0020**	**47**
Fresno	**96 All mfg.**	**165**	**47**	**1,506.7**	**.0872**	**70**
2034	Dehydrated fruits, vegetables, & soups	11	7	134.8	10.0597	91
Glenn	**All mfg.**	**10**	**4**	**91.0**	**.0053**	**72**
Humboldt	**All mfg.**	**38**	**13**	**338.1**	**.0196**	**74**
2421	General sawmills & planing mills	16	5	203.2	1.6304	81
Imperial	**All mfg.**	**16**	**3**	**147.8**	**.0086**	**54**
Inyo	**All mfg.**	**4**	**1**	**23.5**	**.0014**	**79**
Kern	**23 All mfg.**	**91**	**17**	**1,334.1**	**.0772**	**60**
Kings	**All mfg.**	**19**	**3**	**569.3**	**.0329**	**86**
Lassen	**All mfg.**	**5**		**18.6**	**.0011**	**0**
Los Angeles	**157 All mfg.**	**5,842**	**1,602**	**61,598.0**	**3.5650**	**90**
2011	Meat-packing plants	33	16	861.5	2.2205	78
2013	Sausages & other prepared meats	18	9	411.8	3.8187	86
2026	Fluid milk	11	8	463.3	2.7532	96
2033	Canned fruits & vegetables	8	2	95.7	1.2367	87
2047	Pet food	5	3	291.7	7.5772	92
2051	Bread, cake, & related products	31	18	437.3	3.8979	92
2065	Confectionery products	16	3	115.4	2.0545	57
2082	Malt beverages	4	4	392.1	4.5376	100
2086	Bottled & canned soft drinks	12	5	249.5	1.9257	86
2087	Flavoring extracts & syrups n.e.c.	6	2	259.1	8.0085	88
2091	Canned & cured seafoods	3	3	228.6	14.0798	100
2099	Food preparations n.e.c.	28	13	540.3	6.7109	84
2253	Knit-outerwear mills	18	2	44.6	1.6866	45
2258	Warp-knit fabric mills	1	1	191.5	10.4031	100
2262	Synthetics- & silk-finishing plants	6	2	129.3	4.9938	80
2272	Tufted carpets & rugs	7	5	183.6	3.6024	95
2311	Men's & boys' suits & coats	11	5	60.5	1.6677	81
2321	Men's & boys' shirts & nightwear	29	13	96.5	2.6182	75
2327	Men's & boys' separate trousers	7	3	51.6	2.3673	93
2329	Men's & boys' clothing n.e.c.	13	3	29.5	2.1999	71
2331	Women's & misses' blouses	30	11	152.7	5.2269	68
2335	Women's & misses' dresses	65	8	217.1	4.0159	45
2337	Women's & misses' suits & coats	28	9	251.7	6.8330	69
2339	Women's & misses' outerwear n.e.c.	63	23	330.0	8.2278	75
2341	Women's & children's underwear	14	9	65.4	2.8738	88
2342	Brassieres, girdles, & allied garments	11	7	112.7	13.8827	93
2391	Curtains & draperies	19	2	45.1	3.6661	34
2392	House furnishings n.e.c.	21	6	133.5	4.8037	66
2399	Fabricated textile products n.e.c.	20	6	65.2	4.7623	66
2431	Millwork	28	2	68.0	1.5708	21
2451	Mobile homes	12	4	128.4	3.8074	78
2499	Wood products n.e.c.	34	5	108.2	3.7019	60

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
CALIFORNIA (Los Angeles, cont.)						
2511	Wood household furniture	56	16	186.4	3.9859	67
2512	Upholstered wood household furniture	61	16	175.0	5.4871	55
2514	Metal household furniture	24	17	170.5	11.9023	93
2515	Mattresses & bedsprings	29	8	128.0	7.7585	61
2519	Household furniture n.e.c.	12	3	60.3	17.3926	62
2521	Wood office furniture	14	4	61.8	8.6530	66
2522	Metal office furniture	12	6	67.9	4.1999	77
2531	Public-building & related furniture	8	2	53.7	6.0967	85
2541	Wood partitions & fixtures	24	2	60.0	4.8274	32
2542	Metal partitions & fixtures	19	3	58.4	3.8619	40
2591	Drapery hardware & blinds & shades	10	5	56.3	8.3296	85
2621	Paper mills, except building paper	10	6	203.4	1.0942	92
2642	Envelopes	14	4	53.9	4.3857	58
2643	Bags, except textile bags	22	10	204.7	4.6885	81
2651	Folding paperboard boxes	14	7	78.7	2.7542	79
2653	Corrugated & solid fiber boxes	41	15	280.5	3.3316	69
2711	Newspapers	61	24	689.3	4.2855	90
2721	Periodicals	52	5	229.4	3.0463	39
2741	Miscellaneous publishing	13	5	116.4	5.1366	85
2751	Letterpress commercial printing	82	11	158.5	2.8998	49
2752	Lithographic commercial printing	70	10	378.3	3.2134	43
2753	Engraving & plate printing	17	3	29.0	8.6361	52
2761	Manifold business forms	15	4	112.0	3.0615	67
2782	Blankbooks & looseleaf binders	14	8	106.5	8.1341	83
2819	Industrial inorganic chemicals n.e.c.	19	7	221.1	2.0531	73
2821	Plastics materials & synthetic resins	23	11	333.6	2.4326	73
2834	Pharmaceutical preparations	29	13	605.7	3.6527	86
2841	Soap & other detergents	16	3	470.0	5.9066	83
2842	Polishes & sanitation goods	33	7	232.9	5.3039	59
2844	Toilet preparations	20	8	855.5	9.2730	87
2851	Paints & allied products	57	12	557.2	6.5724	61
2869	Industrial organic chemicals n.e.c.	17	8	424.7	1.4082	63
2891	Adhesives & sealants	20	7	188.9	7.2088	70
2899	Chemical preparations n.e.c.	47	8	311.1	5.8347	46
2911	Petroleum refining	20	12	9,554.8	6.1090	93
3011	Tires & inner tubes	5	2	168.1	1.6439	90
3069	Fabricated rubber products n.e.c.	59	19	196.6	4.2752	68
3079	Miscellaneous plastics products	228	54	1,138.8	4.4428	58
3144	Women's nonathletic footwear	9	6	67.7	4.0449	92
3171	Women's handbags & purses	14	4	54.7	9.1979	73
3221	Glass containers	8	4	90.8	3.2387	91
3231	Products of purchased glass	23	5	147.3	5.4809	48
3269	Pottery products n.e.c.	20	5	45.2	12.1342	54
3272	Concrete products n.e.c.	11	3	102.7	2.6342	83
3273	Ready-mixed concrete	23	2	185.5	1.9883	46
3292	Asbestos products	7	4	107.5	8.1830	91
3293	Gaskets, packing, & sealing devices	19	4	79.1	4.0752	57
3312	Blast furnaces & steel mills	19	7	467.6	.9248	84
3315	Steel wire & related products	11	3	122.5	4.5241	69
3317	Steel pipe & tubes	11	2	97.1	3.0340	70
3321	Gray-iron foundries	24	11	130.6	1.6019	72
3325	Steel foundries n.e.c.	9	5	47.9	1.8441	81
3351	Copper rolling & drawing	5	4	257.8	4.5604	99
3355	Aluminum rolling & drawing n.e.c.	7	3	350.5	24.9023	95
3361	Aluminum foundries	35	3	135.0	3.9508	32
3369	Nonferrous foundries n.e.c.	31	9	76.8	6.6998	62
3411	Metal cans	10	8	377.5	4.4349	98
3423	Hand & edge tools n.e.c.	21	4	63.5	2.3298	47
3429	Hardware n.e.c.	78	21	553.6	8.7932	71
3432	Plumbing fittings & brass goods	15	7	139.3	10.0847	89
3433	Heating equipment, except electric	12	3	48.5	2.6356	75
3441	Fabricated structural metal	41	8	133.3	2.1630	52
3442	Metal doors, sash, & trim	41	9	143.6	3.7104	51
3443	Fabricated plate work (boiler shops)	35	8	160.0	1.8095	60
3444	Sheet-metal work	79	11	210.7	3.6547	38
3449	Miscellaneous metal work	26	3	75.1	4.9545	25
3451	Screw-machine products	26	3	51.8	2.4601	31
3452	Bolts, nuts, rivets, & washers	47	15	332.8	8.4680	81
3462	Iron & steel forgings	15	3	98.9	2.8453	71
3463	Nonferrous forgings	6	2	79.8	13.6131	85
3469	Metal stampings n.e.c.	46	4	112.3	1.9943	26
3471	Plating & polishing	118	16	246.0	11.5260	45
3479	Metal coating & allied services n.e.c.	54	8	154.7	7.9062	44
3483	Ammunition, except small-arms, n.e.c.	5	3	77.5	9.1338	95
3494	Valves & pipe fittings	37	11	225.7	3.2641	74
3496	Miscellaneous fabricated wire products	32	4	43.6	2.4169	31
3498	Fabricated pipe & fittings	17	5	101.6	4.7706	55
3499	Fabricated metal products n.e.c.	42	7	161.9	3.8555	50
3531	Construction machinery	21	5	226.6	1.3947	69
3532	Mining machinery	6	2	90.6	3.2750	87
3533	Oil-field machinery	21	10	399.2	8.2347	90
3541	Metal-cutting machine tools	15	5	50.7	2.1473	73
3544	Special dies, tools, jigs, & fixtures	66	9	88.6	2.8703	40
3545	Machine-tool accessories	36	3	51.7	2.6404	28
3546	Power-driven hand tools	4	2	90.3	9.0273	97
3551	Food-products machinery	27	6	100.8	3.2377	44
3559	Special-industry machinery n.e.c.	29	6	143.7	2.2706	63
3561	Pumps & pumping equipment	33	12	257.1	7.6347	85
3564	Blowers & exhaust & ventilation fans	19	4	44.7	3.5485	68
3569	General industrial machinery n.e.c.	47	18	203.3	9.3265	80
3573	Electronic computing equipment	40	24	1,960.7	8.1100	95
3574	Calculating & accounting machines	8	6	132.9	8.5269	93
3585	Refrigeration & heating equipment	42	10	457.9	2.6452	67
3589	Service-industry machinery n.e.c.	15	5	126.3	4.2156	72
3599	Machinery, except electrical, n.e.c.	237	16	714.1	6.4935	27
3613	Switchgear & switchboard apparatus	24	9	122.3	2.6255	72
3621	Motors & generators	18	11	142.5	2.4016	92
3622	Industrial controls	22	4	147.6	4.6424	77
3623	Electric welding apparatus	12	3	128.0	8.1146	76
3639	Household appliances n.e.c.	9	4	150.0	9.8168	88
3643	Current-carrying wiring devices	26	9	80.2	3.9908	71
3644	Non-current-carrying wiring devices	9	7	103.1	5.8700	95
3645	Residential electric lighting fixtures	23	7	94.2	8.1172	61
3646	Commercial electric lighting fixtures	15	7	95.0	8.5324	76
3648	Lighting equipment n.e.c.	19	8	84.4	10.0764	72
3651	Radio & TV receiving sets	28	19	637.9	9.4385	94
3652	Phonograph records & pre-recorded tape	20	9	170.3	11.7904	75
3661	Telephone & telegraph apparatus	12	9	153.1	1.2043	95
3662	Radio & TV communication equipment	85	39	2,171.9	9.2381	93
3672	Cathode-ray TV picture tubes	1	1	79.1	7.4300	100
3674	Semiconductors & related devices	17	6	304.5	4.0532	90
3675	Electronic capacitors	8	6	74.1	7.1223	94
3676	Electronic resistors	4	3	53.5	6.7262	95
3677	Electronic coils & transformers	16	6	45.1	6.4548	63
3678	Electronic connectors	15	7	144.8	8.8078	88
3679	Electronic components n.e.c.	111	29	357.1	4.7077	64
3711	Motor vehicles & passenger-car bodies	5	4	1,384.9	2.0600	99
3713	Truck & bus bodies	21	3	55.2	1.8377	43
3714	Motor-vehicle parts & accessories	72	22	559.7	1.7751	74
3715	Truck trailers	6	2	58.6	3.5658	87
3721	Aircraft	9	9	5,064.3	22.1812	100
3724	Aircraft engines & engine parts	10	5	201.4	1.8600	89
3728	Aircraft equipment n.e.c.	126	43	1,249.7	17.0150	81
3731	Ship building & repairing	5	4	108.3	1.3242	98
3751	Motorcycles, bicycles, & parts	9	3	74.5	6.1903	68
3761	Guided missiles & space vehicles	4	4	1,362.8	20.2025	100
3769	Space-vehicle equipment n.e.c.	5	4	85.6	9.2591	97
3792	Travel trailers & campers	19	10	174.5	8.4222	86
3811	Engineering & scientific instruments	24	5	79.3	2.8780	49
3822	Environmental controls	11	5	159.1	8.7398	93
3823	Industrial process-control instruments	20	6	105.8	4.4768	73
3825	Electricity-measuring instruments	21	7	144.1	3.7008	78
3829	Measuring & controlling devices n.e.c.	21	10	98.3	5.8286	78

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1980 (S&MM Est.)

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3832	Optical instruments & lenses	21	5	161.9	8.1900	73
3841	Surgical & medical instruments	10	3	82.3	3.1943	83
3842	Surgical appliances & supplies	17	3	109.9	2.9238	63
3843	Dental equipment & supplies	7	3	120.9	10.6295	93
3861	Photographic equipment & supplies	28	8	440.0	2.8805	63
3911	Precious-metal jewelry	18	3	71.3	2.9129	47
3944	Games, toys, & children's vehicles	16	8	317.7	9.8292	94
3949	Sporting & athletic goods n.e.c.	28	7	105.6	3.8550	60
3951	Pens & mechanical pencils	5	3	93.3	12.8353	97
3993	Signs & advertising displays	40	6	104.1	5.3541	51
3999	Manufactures n.e.c.	53	4	141.8	4.8182	30
Madera	**All mfg.**	**19**	**6**	**252.8**	**.0146**	**67**
Marin **247**	**All mfg.**	**40**	**7**	**175.5**	**.0102**	**45**
Mariposa	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Mendocino	**All mfg.**	**29**	**6**	**152.5**	**.0088**	**53**
Merced	**All mfg.**	**30**	**12**	**389.0**	**.0225**	**78**
Modoc	**All mfg.**	**2**		**8.0**	**.0005**	**0**
Mono	**All mfg.**	**2**	**1**	**72.6**	**.0042**	**96**
3674	Semiconductors & related devices	1	1	69.4	.9238	100
Monterey **242**	**All mfg.**	**59**	**23**	**595.8**	**.0345**	**80**
2037	Frozen fruits & vegetables	6	5	133.5	3.1688	98
Napa **283**	**All mfg.**	**28**	**6**	**294.7**	**.0171**	**69**
3317	Steel pipe & tubes	1	1	85.6	2.6747	100
Nevada	**All mfg.**	**8**	**2**	**66.1**	**.0038**	**51**
Orange **10**	**All mfg.**	**1,032**	**303**	**9,627.8**	**.5572**	**79**
2511	Wood household furniture	9	4	37.1	.7933	78
2711	Newspapers	10	3	61.5	.3824	82
2834	Pharmaceutical preparations	8	4	261.1	1.5746	92
2851	Paints & allied products	10	2	120.4	1.4202	59
3069	Fabricated rubber products n.e.c.	10	3	63.0	1.3700	85
3079	Miscellaneous plastics products	82	20	393.9	1.5367	57
3429	Hardware n.e.c.	17	4	147.3	2.3397	72
3452	Bolts, nuts, rivets, & washers	9	4	106.0	2.6971	88
3469	Metal stampings n.e.c.	14	3	64.9	1.1525	63
3533	Oil-field machinery	7	6	339.6	7.0052	99
3573	Electronic computing equipment	27	20	862.1	3.5659	97
3599	Machinery, except electrical, n.e.c.	32	2	84.7	.7702	16
3661	Telephone & telegraph apparatus	6	1	87.3	.6867	87
3662	Radio & TV communication equipment	31	12	1,375.9	5.8524	95
3674	Semiconductors & related devices	6	3	141.3	1.8809	96
3678	Electronic connectors	2	1	162.2	9.8662	98
3679	Electronic components n.e.c.	41	21	197.4	2.6023	86
3728	Aircraft equipment n.e.c.	21	12	444.2	6.0479	94
3732	Boat building & repairing	15	4	74.2	3.3190	69
3792	Travel trailers & campers	8	4	92.4	4.4597	87
3823	Industrial process-control instruments	11	5	76.1	3.2201	87
3841	Surgical & medical instruments	9	4	80.8	3.1360	84
3842	Surgical appliances & supplies	7	4	123.2	3.2776	94
3861	Photographic equipment & supplies	14	6	272.6	1.7846	85
3931	Musical instruments & parts	3	2	43.0	3.9661	96
3949	Sporting & athletic goods n.e.c.	9	4	114.7	4.1872	92
Placer **256**	**All mfg.**	**11**	**3**	**75.2**	**.0044**	**73**
Plumas	**All mfg.**	**5**	**2**	**28.7**	**.0017**	**69**
Riverside **231**	**All mfg.**	**159**	**59**	**1,356.6**	**.0785**	**79**
2451	Mobile homes	9	7	133.3	3.9527	95
Sacramento **236**	**All mfg.**	**117**	**33**	**1,474.4**	**.0853**	**82**
2032	Canned food specialties	1	1	211.5	5.9571	100
2033	Canned fruits & vegetables	6	5	141.8	1.8324	98
2711	Newspapers	3	3	135.8	.8443	100
3764	Space-propulsion units & parts	1	1	242.7	22.9092	100
San Benito	**All mfg.**	**10**	**1**	**62.0**	**.0036**	**25**
San Bernardino **231**	**All mfg.**	**216**	**62**	**2,283.9**	**.1322**	**81**
2711	Newspapers	14	2	57.2	.3556	58
3312	Blast furnaces & steel mills	3	3	611.5	1.2094	100
3589	Service-industry machinery n.e.c.	1	1	161.2	5.3805	100
3634	Electric housewares & fans	1	1	65.0	1.9783	100
3721	Aircraft	1	1	117.0	.5124	100
San Diego **266**	**All mfg.**	**410**	**136**	**5,521.6**	**.3196**	**87**
2051	Bread, cake, & related products	10	6	68.8	.6133	82
2091	Canned & cured seafoods	2	2	160.0	9.8546	100
2711	Newspapers	15	7	201.6	1.2534	89
3443	Fabricated plate work (boiler shops)	7	2	320.7	3.6269	97

1980 (S&MM Est.)

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3573	Electronic computing equipment	10	7	605.3	2.5037	97
3662	Radio & TV communication equipment	29	13	661.7	2.8145	91
3674	Semiconductors & related devices	6	4	72.5	.9651	92
3679	Electronic components n.e.c.	15	3	56.8	.7488	64
3721	Aircraft	1	1	114.1	.4997	100
3724	Aircraft engines & engine parts	2	2	358.6	3.3119	100
3728	Aircraft equipment n.e.c.	10	9	417.2	5.6803	99
3731	Ship building & repairing	2	2	121.4	1.4843	100
3761	Guided missiles & space vehicles	1	1	524.1	7.7694	100
3825	Electricity-measuring instruments	14	4	91.5	2.3499	65
San Francisco **247**	**All mfg.**	**645**	**93**	**4,052.8**	**.2346**	**60**
2051	Bread, cake, & related products	19	3	115.3	1.0277	71
2086	Bottled & canned soft drinks	4	3	105.5	.8143	98
2095	Roasted coffee	4	4	603.9	8.4696	100
2335	Women's & misses' dresses	17	7	58.1	1.0747	66
2337	Women's & misses' suits & coats	7	4	117.8	3.1980	89
2711	Newspapers	26	6	276.0	1.7160	85
2751	Letterpress commercial printing	18	2	29.9	.5470	37
2752	Lithographic commercial printing	42	5	241.3	2.0497	47
3429	Hardware n.e.c.	4	1	113.6	1.8044	94
3549	Metalworking machinery n.e.c.	1	1	51.1	6.8061	100
3731	Ship building & repairing	8	3	81.7	.9989	86
San Joaquin **268**	**All mfg.**	**138**	**55**	**1,767.5**	**.1023**	**81**
2033	Canned fruits & vegetables	12	11	451.1	5.8294	99
3211	Flat glass	1	1	91.9	3.8468	100
San Luis Obispo	**All mfg.**	**23**	**5**	**237.5**	**.0137**	**16**
San Mateo **247**	**All mfg.**	**301**	**79**	**2,478.1**	**.1434**	**72**
2711	Newspapers	15	5	99.8	.6205	75
3661	Telephone & telegraph apparatus	1	1	121.3	.9541	100
3662	Radio & TV communication equipment	8	4	363.6	1.5466	97
Santa Barbara **249**	**All mfg.**	**93**	**26**	**754.8**	**.0437**	**66**
3662	Radio & TV communication equipment	6	3	187.1	.7958	93
Santa Clara **248**	**All mfg.**	**693**	**250**	**14,047.2**	**.8130**	**90**
2033	Canned fruits & vegetables	16	14	367.9	4.7542	98
2034	Dehydrated fruits, vegetables, & soups	8	5	150.6	11.2388	97
2099	Food preparations n.e.c.	4	2	142.2	1.7662	94
2711	Newspapers	9	4	92.5	.5751	93
2834	Pharmaceutical preparations	4	4	198.0	1.1940	100
3079	Miscellaneous plastics products	21	4	86.3	.3367	52
3489	Ordnance & accessories n.e.c.	2	1	75.3	9.1818	97
3559	Special-industry machinery n.e.c.	7	3	74.6	1.1787	76
3573	Electronic computing equipment	40	25	2,796.0	11.5650	97
3613	Switchgear & switchboard apparatus	3	2	67.2	1.4426	97
3662	Radio & TV communication equipment	38	17	1,006.2	4.2798	90
3674	Semiconductors & related devices	40	29	2,241.7	29.8396	98
3679	Electronic components n.e.c.	51	20	269.3	3.5502	84
3711	Motor vehicles & passenger-car bodies	2	2	884.1	1.3151	100
3724	Aircraft engines & engine parts	1	1	115.5	1.0667	100
3761	Guided missiles & space vehicles	1	1	1,763.0	26.1352	100
3811	Engineering & scientific instruments	19	10	174.6	6.3366	92
3825	Electricity-measuring instruments	23	13	477.9	12.2734	95
Santa Cruz **250**	**All mfg.**	**60**	**18**	**748.1**	**.0433**	**81**
2033	Canned fruits & vegetables	3	2	68.2	.8813	96
2037	Frozen fruits & vegetables	4	4	160.9	3.8191	100
3662	Radio & TV communication equipment	2	1	90.2	.3837	96
Shasta	**All mfg.**	**23**	**5**	**399.3**	**.0231**	**79**
2492	Particleboard	1	1	28.9	5.6160	100
Sierra	**All mfg.**	**3**	**1**	**54.4**	**.0031**	**68**
Siskiyou	**All mfg.**	**10**		**39.8**	**.0023**	**0**
Solano **283**	**All mfg.**	**34**	**15**	**612.8**	**.0355**	**68**
2034	Dehydrated fruits, vegetables, & soups	1	1	64.6	4.8209	100
Sonoma **252**	**All mfg.**	**84**	**29**	**571.1**	**.0331**	**63**
Stanislaus **178**	**All mfg.**	**89**	**32**	**1,238.0**	**.0717**	**84**
2033	Canned fruits & vegetables	10	9	202.1	2.6117	98
2037	Frozen fruits & vegetables	3	3	76.8	1.8229	100
2084	Wines, brandy, & brandy spirits	1	1	218.1	13.3126	100
Sutter	**All mfg.**	**10**	**3**	**85.2**	**.0049**	**78**
Tehama	**All mfg.**	**8**	**2**	**118.8**	**.0069**	**71**
2421	General sawmills & planing mills	3	2	87.8	.7045	96
Trinity	**All mfg.**	**5**		**17.1**	**.0010**	**0**
Tulare	**All mfg.**	**76**	**23**	**609.1**	**.0353**	**68**
Tuolumne	**All mfg.**	**7**	**1**	**61.3**	**.0035**	**65**

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
CALIFORNIA (cont.)						
Ventura	**203 All mfg.**	**94**	**30**	**999.1**	**.0578**	**77**
3079	Miscellaneous plastics products	5	3	67.5	.2633	89
3679	Electronic components n.e.c.	5	3	45.9	.6051	91
Yolo	**236 All mfg.**	**36**	**11**	**468.8**	**.0271**	**84**
2033	Canned fruits & vegetables	2	2	107.6	1.3905	100
Yuba	**All mfg.**	**9**	**1**	**41.7**	**.0024**	**38**
State Total	**All mfg.**	**11,773**	**3,313**	**131,186.7**	**7.5925**	**80**
COLORADO						
Adams	**73 All mfg.**	**73**	**16**	**1,075.9**	**.0623**	**81**
3613	Switchgear & switchboard apparatus	1	1	116.8	2.5074	100
Alamosa	**All mfg.**	**2**		**4.2**	**.0002**	**0**
Arapahoe	**73 All mfg.**	**94**	**19**	**645.2**	**.0373**	**66**
2741	Miscellaneous publishing	2	1	74.5	3.2876	97
Archuleta	**All mfg.**	**3**	**1**	**33.0**	**.0019**	**82**
Bent	**All mfg.**	**1**		**7.3**	**.0004**	**0**
Boulder	**73 All mfg.**	**140**	**40**	**1,914.6**	**.1108**	**84**
3573	Electronic computing equipment	5	4	285.0	1.1788	99
3861	Photographic equipment & supplies	1	1	788.4	5.1614	100
Chaffee	**All mfg.**	**1**		**7.0**	**.0004**	**0**
Conejos	**All mfg.**	**7**		**13.2**	**.0008**	**0**
Costilla	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Crowley	**All mfg.**	**1**		**7.3**	**.0004**	**0**
Delta	**All mfg.**	**9**	**1**	**46.9**	**.0027**	**27**
Denver	**73 All mfg.**	**505**	**121**	**4,345.9**	**.2515**	**69**
2011	Meat-packing plants	14	8	606.5	1.5632	86
2051	Bread, cake, & related products	14	7	101.5	.9047	80
2329	Men's & boys' clothing n.e.c.	12	5	25.4	1.8941	75
2711	Newspapers	9	3	139.8	.8692	91
2752	Lithographic commercial printing	18	2	104.9	.3911	46
3041	Rubber & plastic hose & belting	1	1	50.8	3.2443	100
3079	Miscellaneous plastics products	19	1	68.7	.2680	28
3161	Luggage	1	1	157.4	19.6357	100
3443	Fabricated plate work (boiler shops)	7	4	66.2	.7487	85
3532	Mining machinery	9	3	112.2	4.0558	78
3661	Telephone & telegraph apparatus	1	1	80.8	.6356	100
3728	Aircraft equipment n.e.c.	3	3	122.3	1.6651	100
3761	Guided missiles & space vehicles	1	1	142.9	2.1184	100
3825	Electricity-measuring instruments	4	3	21.8	2.1008	98
Douglas	**73 All mfg.**	**3**	**1**	**15.5**	**.0009**	**61**
Eagle	**All mfg.**	**3**	**1**	**22.6**	**.0013**	**62**
Elbert	**All mfg.**	**1**		**1.8**	**.0001**	**0**
El Paso	**60 All mfg.**	**85**	**25**	**790.0**	**.0457**	**73**
3679	Electronic components n.e.c.	4	3	66.8	.8806	98
3825	Electricity-measuring instruments	2	2	81.8	2.1008	100
Fremont	**All mfg.**	**9**	**3**	**87.9**	**.0051**	**52**
Garfield	**All mfg.**	**2**		**2.8**	**.0002**	**0**
Gilpin	**73 All mfg.**	**1**		**5.2**	**.0003**	**0**
Grand	**All mfg.**	**4**		**22.9**	**.0013**	**0**
Gunnison	**All mfg.**	**2**		**8.0**	**.0005**	**0**
Jackson	**All mfg.**	**1**	**1**	**19.9**	**.0012**	**100**
Jefferson	**73 All mfg.**	**77**	**16**	**1,430.0**	**.0828**	**88**
2082	Malt beverages	1	1	675.6	7.8184	100
3264	Porcelain electrical supplies	1	1	49.0	9.6135	100
3411	Metal cans	2	2	150.2	1.7645	100
3483	Ammunition, except small-arms, n.e.c.	1	1	78.3	9.2280	100
Kiowa	**All mfg.**	**1**		**1.3**	**.0001**	**0**
La Plata	**All mfg.**	**12**	**2**	**50.8**	**.0029**	**50**
Larimer	**91 All mfg.**	**58**	**13**	**583.0**	**.0337**	**70**
3825	Electricity-measuring instruments	1	1	80.2	2.0597	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Las Animas	**All mfg.**	**3**		**19.9**	**.0012**	**0**
Lincoln	**All mfg.**	**2**		**12.8**	**.0007**	**0**
Logan	**All mfg.**	**11**	**2**	**124.0**	**.0072**	**75**
Mesa	**All mfg.**	**36**	**13**	**530.1**	**.0307**	**83**
Mineral	**All mfg.**	**1**		**5.8**	**.0003**	**0**
Moffat	**All mfg.**	**2**		**5.5**	**.0003**	**0**
Montezuma	**All mfg.**	**6**	**1**	**31.1**	**.0018**	**45**
Montrose	**All mfg.**	**7**	**1**	**59.8**	**.0035**	**77**
Morgan	**All mfg.**	**12**	**6**	**275.7**	**.0160**	**89**
Otero	**All mfg.**	**11**	**2**	**73.0**	**.0042**	**56**
Phillips	**All mfg.**	**1**		**2.9**	**.0002**	**0**
Pitkin	**All mfg.**	**2**		**2.8**	**.0002**	**0**
Prowers	**All mfg.**	**9**	**1**	**43.2**	**.0025**	**19**
Pueblo	**222 All mfg.**	**39**	**9**	**1,054.5**	**.0610**	**89**
3312	Blast furnaces & steel mills	1	1	637.6	1.2610	100
Rio Grande	**All mfg.**	**7**		**25.7**	**.0015**	**0**
Routt	**All mfg.**	**2**		**4.2**	**.0002**	**0**
Sedgwick	**All mfg.**	**2**	**1**	**19.2**	**.0011**	**81**
Washington	**All mfg.**	**1**		**8.4**	**.0005**	**0**
Weld	**104 All mfg.**	**42**	**15**	**922.0**	**.0534**	**86**
2011	Meat-packing plants	2	1	330.9	.8529	97
3861	Photographic equipment & supplies	1	1	175.2	1.1470	100
Yuma	**All mfg.**	**1**		**8.4**	**.0005**	**0**
State Total	**All mfg.**	**1,293**	**311**	**14,372.5**	**.8318**	**76**
CONNECTICUT						
Fairfield	**42 All mfg.**	**890**	**250**	**9,873.7**	**.5714**	**82**
2051	Bread, cake, & related products	17	4	310.7	2.7695	91
2342	Brassieres, girdles, & allied garments	4	1	66.9	8.2409	96
2711	Newspapers	14	3	69.4	.4315	60
2721	Periodicals	21	4	135.2	1.7954	61
2731	Book publishing	6	2	111.3	1.8244	90
2844	Toilet preparations	5	2	278.9	3.0231	96
2899	Chemical preparations n.e.c.	9	3	127.9	2.3988	86
3011	Tires & inner tubes	1	1	392.2	3.8354	100
3079	Miscellaneous plastics products	36	8	119.7	.4670	52
3292	Asbestos products	2	1	91.2	6.9422	98
3357	Nonferrous-wire drawing & insulating	8	2	262.3	2.8102	86
3429	Hardware n.e.c.	10	4	126.2	2.0045	83
3469	Metal stampings n.e.c.	10	4	51.7	.9181	82
3471	Plating & polishing	16	4	40.1	1.8788	50
3484	Small arms	3	3	230.1	24.6228	100
3541	Metal-cutting machine tools	10	5	88.5	3.7483	92
3562	Ball & roller bearings	5	3	89.1	3.9787	97
3573	Electronic computing equipment	9	2	214.8	.8885	82
3579	Office machines n.e.c.	4	2	326.4	14.5331	99
3634	Electric housewares & fans	3	2	75.8	2.3070	97
3643	Current-carrying wiring devices	11	9	193.3	9.6188	99
3648	Lighting equipment n.e.c.	3	3	44.0	5.2531	100
3662	Radio & TV communication equipment	18	7	294.6	1.2531	89
3679	Electronic components n.e.c.	22	9	80.4	1.0599	78
3721	Aircraft	2	2	1,495.4	6.5497	100
3724	Aircraft engines & engine parts	3	2	468.4	4.3259	99
3825	Electricity-measuring instruments	8	5	85.9	2.2061	90
3829	Measuring & controlling devices n.e.c.	11	9	95.3	5.6508	95
3832	Optical instruments & lenses	6	4	269.7	13.6433	99
3841	Surgical & medical instruments	10	3	80.2	3.1127	84
3842	Surgical appliances & supplies	8	4	65.8	1.7506	79
Hartford	**111 All mfg.**	**804**	**218**	**9,212.9**	**.5332**	**84**
2711	Newspapers	10	4	78.4	.4874	81
2751	Letterpress commercial printing	28	5	52.7	.9642	61
3079	Miscellaneous plastics products	27	3	94.0	.3667	41
3316	Cold-rolled steel sheet, strip, & bars	4	4	196.4	6.0142	100
3357	Nonferrous-wire drawing & insulating	4	3	165.7	1.7752	95
3423	Hand & edge tools n.e.c.	8	4	119.5	4.3844	91
3429	Hardware n.e.c.	9	3	334.4	5.3115	93
3444	Sheet-metal work	21	2	55.7	.9661	31
3451	Screw-machine products	30	4	101.0	4.7967	53
3452	Bolts, nuts, rivets, & washers	10	4	64.7	1.6463	79

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
CONNECTICUT (cont.)						
3484	Small arms	1	1	88.6	9.4810	100
3495	Wire springs	27	7	194.7	19.1445	77
3496	Miscellaneous fabricated wire products	11	2	52.8	2.9268	79
3541	Metal-cutting machine tools	14	2	39.4	1.6687	63
3544	Special dies, tools, jigs, & fixtures	38	1	46.5	1.5064	25
3545	Machine-tool accessories	24	10	107.4	5.4852	83
3559	Special-industry machinery n.e.c.	8	2	80.9	1.2783	79
3562	Ball & roller bearings	7	6	323.2	14.4324	99
3599	Machinery, except electrical, n.e.c.	39	5	156.9	1.4267	42
3613	Switchgear & switchboard apparatus	8	5	262.2	5.6288	98
3622	Industrial controls	6	3	129.6	4.0762	95
3662	Radio & TV communication equipment	7	4	185.2	.7877	92
3714	Motor-vehicle parts & accessories	2	1	76.8	.2436	97
3724	Aircraft engines & engine parts	16	9	2,800.0	25.8596	99
3728	Aircraft equipment n.e.c.	9	5	471.7	6.4223	97
3829	Measuring & controlling devices n.e.c.	5	1	52.6	3.1189	83
Litchfield	**All mfg.**	**171**	**54**	**1,203.8**	**.0697**	**76**
3562	Ball & roller bearings	2	2	83.8	3.7421	100
3964	Needles, pins, & fasteners	4	2	45.2	5.7302	93
Middlesex 111	**All mfg.**	**134**	**39**	**899.7**	**.0521**	**75**
2741	Miscellaneous publishing	2	1	62.5	2.7580	97
3728	Aircraft equipment n.e.c.	3	2	76.5	1.0416	93
New Haven 190	**All mfg.**	**818**	**227**	**6,989.4**	**.4045**	**77**
2335	Women's & misses' dresses	17	7	61.0	1.1284	64
2711	Newspapers	11	5	92.9	.5776	86
2751	Letterpress commercial printing	20	2	28.8	.5269	27
2869	Industrial organic chemicals n.e.c.	5	2	386.7	1.2822	94
3021	Rubber & plastic footwear	1	1	83.9	14.2396	100
3079	Miscellaneous plastics products	22	3	106.7	.4163	48
3351	Copper rolling & drawing	8	7	386.7	6.8406	99
3357	Nonferrous-wire drawing & insulating	7	5	252.5	2.7052	97
3421	Cutlery	4	3	92.5	10.5030	96
3429	Hardware n.e.c.	10	7	144.4	2.2936	94
3451	Screw-machine products	41	6	105.0	4.9867	44
3452	Bolts, nuts, rivets, & washers	11	5	89.2	2.2697	83
3469	Metal stampings n.e.c.	36	11	263.3	4.6758	82
3484	Small arms	4	4	154.8	16.5650	100
3559	Special-industry machinery n.e.c.	6	2	135.3	2.1378	87
3599	Machinery, except electrical, n.e.c.	23	1	81.8	.7438	42
3621	Motors & generators	3	3	204.8	3.4515	100
3634	Electric housewares & fans	1	1	67.6	2.0575	100
3661	Telephone & telegraph apparatus	4	3	84.3	.6631	98
3679	Electronic components n.e.c.	16	8	80.9	1.0665	89
3694	Engine electrical equipment	3	2	70.3	1.5705	97
3714	Motor-vehicle parts & accessories	2	2	89.5	.2838	100
3724	Aircraft engines & engine parts	1	1	115.5	1.0667	100
3811	Engineering & scientific instruments	7	1	59.0	2.1412	81
3841	Surgical & medical instruments	8	5	100.3	3.8929	93
3873	Watches, clocks, & watchcases	2	2	230.1	18.2315	100
3914	Silverware & plated & stainless ware	6	3	96.2	19.9048	96
3951	Pens & mechanical pencils	1	1	77.7	10.6892	100
3964	Needles, pins, & fasteners	9	5	54.7	6.9346	84
New London 191	**All mfg.**	**105**	**39**	**2,287.1**	**.1324**	**93**
2819	Industrial inorganic chemicals n.e.c.	1	1	147.4	1.3687	100
2834	Pharmaceutical preparations	2	2	339.8	2.0492	100
3429	Hardware n.e.c.	1	1	71.2	1.1309	100
3731	Ship building & repairing	3	2	972.2	11.8870	100
Tolland 111	**All mfg.**	**45**	**13**	**265.8**	**.0154**	**71**
3679	Electronic components n.e.c.	4	3	37.1	.4891	98
Windham	**All mfg.**	**88**	**40**	**925.7**	**.0536**	**85**
2284	Thread mills	3	3	132.3	21.0870	100
3069	Fabricated rubber products n.e.c.	5	4	39.4	.8568	97
3079	Miscellaneous plastics products	9	6	72.5	.2828	85
State Total	**All mfg.**	**3,055**	**880**	**31,658.1**	**1.8322**	**82**
DELAWARE						
Kent	**All mfg.**	**32**	**15**	**370.4**	**.0214**	**88**
2099	Food preparations n.e.c.	1	1	111.1	1.3799	100
New Castle 295	**All mfg.**	**176**	**60**	**3,963.0**	**.2294**	**89**
2821	Plastics materials & synthetic resins	9	6	307.5	2.2423	93
3079	Miscellaneous plastics products	16	9	156.1	.6090	86
3312	Blast furnaces & steel mills	2	1	150.1	.2969	97
3711	Motor vehicles & passenger-car bodies	2	2	1,338.1	1.9904	100
Sussex	**All mfg.**	**52**	**16**	**958.5**	**.0555**	**87**
2033	Canned fruits & vegetables	6	3	69.5	.8981	86
2824	Noncellulosic synthetic organic fibers	1	1	434.5	5.1129	100
3574	Calculating & accounting machines	1	1	95.1	6.1016	100
State Total	**All mfg.**	**260**	**91**	**5,291.9**	**.3063**	**89**
DISTRICT OF COLUMBIA						
District of Columbia 287	**All mfg.**	**164**	**34**	**1,879.0**	**.1087**	**80**
2051	Bread, cake, & related products	5	3	60.0	.5348	94
2711	Newspapers	8	4	334.9	2.0822	97
2721	Periodicals	40	7	523.8	6.9557	80
2751	Letterpress commercial printing	8	1	330.8	6.0522	97
2752	Lithographic commercial printing	26	5	221.3	1.8798	71
State Total	**All mfg.**	**164**	**34**	**1,879.0**	**.1087**	**80**
FLORIDA						
Alachua 98	**All mfg.**	**39**	**10**	**356.9**	**.0207**	**72**
3691	Storage batteries	1	1	116.3	4.7456	100
Baker 122	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Bay 204	**All mfg.**	**31**	**14**	**363.6**	**.0210**	**84**
Bradford	**All mfg.**	**6**	**1**	**25.4**	**.0015**	**59**
Brevard 168	**All mfg.**	**99**	**32**	**1,264.4**	**.0732**	**86**
3573	Electronic computing equipment	5	2	123.3	.5100	83
3662	Radio & TV communication equipment	10	8	330.6	1.4062	99
3674	Semiconductors & related devices	1	1	101.0	1.3444	100
3761	Guided missiles & space vehicles	7	7	369.9	5.4835	100
Broward 92	**All mfg.**	**355**	**68**	**2,340.0**	**.1354**	**61**
2711	Newspapers	8	3	95.6	.5944	89
3079	Miscellaneous plastics products	16	1	69.6	.2715	45
3573	Electronic computing equipment	5	4	278.3	1.1511	99
3662	Radio & TV communication equipment	11	10	417.8	1.7771	100
3679	Electronic components n.e.c.	12	5	41.9	.5524	77
Calhoun	**All mfg.**	**6**	**4**	**35.0**	**.0020**	**89**
Charlotte	**All mfg.**	**5**		**11.1**	**.0006**	**0**
Citrus	**All mfg.**	**5**	**1**	**18.3**	**.0011**	**51**
Clay 122	**All mfg.**	**9**	**2**	**57.6**	**.0033**	**56**
Collier	**All mfg.**	**13**		**35.6**	**.0021**	**0**
Columbia	**All mfg.**	**16**	**4**	**133.9**	**.0077**	**77**
Dade 171	**All mfg.**	**898**	**187**	**5,117.0**	**.2962**	**62**
2026	Fluid milk	5	4	190.8	1.1341	94
2051	Bread, cake, & related products	12	4	74.8	.6667	65
2086	Bottled & canned soft drinks	9	5	162.6	1.2550	92
2253	Knit-outerwear mills	4	2	43.8	1.6564	92
2335	Women's & misses' dresses	45	7	134.1	2.4806	44
2339	Women's & misses' outerwear n.e.c.	36	4	87.7	2.1866	36
2369	Girls' & children's outerwear n.e.c.	18	5	36.7	4.1139	56
2711	Newspapers	11	1	106.4	.6615	77
2831	Biological products	4	3	162.2	12.3921	99
3021	Rubber & plastic footwear	4	4	47.2	8.0109	100
3079	Miscellaneous plastics products	28	3	100.4	.3917	32
3171	Women's handbags & purses	9	5	45.9	7.7182	84
3442	Metal doors, sash, & trim	31	10	150.6	3.8913	67
3444	Sheet-metal work	21	3	54.7	.9488	28
3661	Telephone & telegraph apparatus	1	1	145.5	1.1445	100
3693	X-ray apparatus & tubes	2	1	169.9	7.6652	93

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County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
FLORIDA (Dade, cont.)						
3732	Boat building & repairing	22	6	115.8	5.1798	71
3841	Surgical & medical instruments	6	2	75.0	2.9109	93
3851	Ophthalmic goods	7	3	23.5	3.1438	83
De Soto	**All mfg.**	**2**	**1**	**13.6**	**.0008**	**82**
Dixie	**All mfg.**	**4**	**2**	**24.2**	**.0014**	**54**
Duval 122	**All mfg.**	**258**	**66**	**2,417.2**	**.1399**	**73**
2051	Bread, cake, & related products	8	4	61.2	.5455	78
2121	Cigars	1	1	47.9	14.8712	100
2631	Paperboard mills	2	2	193.7	1.8472	100
3731	Ship building & repairing	4	2	158.6	1.9392	97
Escambia 208	**All mfg.**	**54**	**14**	**1,192.7**	**.0690**	**88**
2621	Paper mills, except building paper	1	1	143.3	.7709	100
2824	Noncellulosic synthetic organic fibers	1	1	682.8	8.0347	100
Flagler	**All mfg.**	**2**	**1**	**15.9**	**.0009**	**55**
Franklin	**All mfg.**	**8**	**1**	**68.9**	**.0040**	**67**
Gadsden	**All mfg.**	**25**	**7**	**113.4**	**.0066**	**64**
Gilchrist	**All mfg.**	**1**		**.8**	**.0000**	**0**
Glades	**All mfg.**	**2**	**2**	**83.1**	**.0048**	**100**
Gulf	**All mfg.**	**5**	**3**	**183.7**	**.0106**	**93**
Hamilton	**All mfg.**	**5**	**1**	**37.5**	**.0022**	**14**
Hardee	**All mfg.**	**8**	**2**	**37.0**	**.0021**	**38**
Hendry	**All mfg.**	**4**	**1**	**34.9**	**.0020**	**52**
Hernando	**All mfg.**	**9**	**1**	**24.2**	**.0014**	**36**
Highlands	**All mfg.**	**16**	**3**	**55.6**	**.0032**	**35**
Hillsborough 272	**All mfg.**	**340**	**92**	**3,151.5**	**.1824**	**72**
2092	Fresh or frozen packaged seafoods	8	5	208.8	8.1882	95
2121	Cigars	12	5	47.5	14.7470	83
2874	Phosphatic fertilizers	4	3	422.3	11.9757	99
3411	Metal cans	5	4	166.7	1.9584	95
3443	Fabricated plate work (boiler shops)	4	2	68.4	.7736	95
3662	Radio & TV communication equipment	5	1	129.0	.5487	91
3691	Storage batteries	2	2	119.4	4.8721	100
3731	Ship building & repairing	5	2	54.2	.6627	82
Holmes	**All mfg.**	**5**	**3**	**21.1**	**.0012**	**85**
Indian River	**All mfg.**	**10**	**2**	**357.0**	**.0207**	**94**
3721	Aircraft	1	1	329.6	1.4436	100
Jackson	**All mfg.**	**20**	**6**	**118.2**	**.0068**	**49**
Jefferson	**All mfg.**	**4**		**25.8**	**.0015**	**0**
Lafayette	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Lake	**All mfg.**	**40**	**11**	**297.0**	**.0172**	**73**
2037	Frozen fruits & vegetables	3	3	70.0	1.6615	100
Lee 93	**All mfg.**	**64**	**4**	**220.9**	**.0128**	**22**
Leon 271	**All mfg.**	**37**	**4**	**120.1**	**.0070**	**20**
Levy	**All mfg.**	**5**	**2**	**41.6**	**.0024**	**74**
Liberty	**All mfg.**	**3**	**1**	**11.8**	**.0007**	**59**
Madison	**All mfg.**	**8**	**4**	**113.8**	**.0066**	**88**
Manatee 40	**All mfg.**	**41**	**12**	**412.9**	**.0239**	**81**
2033	Canned fruits & vegetables	2	2	224.8	2.9050	100
Marion	**All mfg.**	**59**	**15**	**363.1**	**.0210**	**58**
2451	Mobile homes	7	3	68.5	2.0312	74
Martin	**All mfg.**	**13**	**6**	**156.3**	**.0090**	**87**
Monroe	**All mfg.**	**6**		**25.9**	**.0015**	**0**
Nassau 122	**All mfg.**	**10**	**5**	**298.9**	**.0173**	**95**
Okaloosa	**All mfg.**	**22**	**9**	**312.3**	**.0181**	**88**
3574	Calculating & accounting machines	1	1	91.4	5.8642	100
3662	Radio & TV communication equipment	4	4	144.0	.6125	100
Okeechobee	**All mfg.**	**7**		**40.3**	**.0023**	**0**
Orange 201	**All mfg.**	**204**	**52**	**1,690.4**	**.0978**	**73**
2033	Canned fruits & vegetables	6	6	81.7	1.0558	100
2037	Frozen fruits & vegetables	4	4	86.4	2.0508	100
3679	Electronic components n.e.c.	6	4	59.0	.7778	97

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County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
3761	Guided missiles & space vehicles	1	1	286.0	4.2397	100
Osceola 201	**All mfg.**	**7**	**3**	**99.6**	**.0058**	**93**
Palm Beach 290	**All mfg.**	**150**	**26**	**1,837.4**	**.1063**	**82**
2061	Raw cane sugar	6	6	228.5	48.1255	100
2711	Newspapers	9	2	125.6	.7809	90
3573	Electronic computing equipment	2	2	261.3	1.0808	100
3724	Aircraft engines & engine parts	2	1	677.5	6.2571	99
Pasco 272	**All mfg.**	**25**	**5**	**214.1**	**.0124**	**76**
2037	Frozen fruits & vegetables	2	2	126.4	3.0002	100
Pinellas 272	**All mfg.**	**282**	**60**	**1,622.9**	**.0939**	**68**
2751	Letterpress commercial printing	9	3	29.8	.5452	78
3662	Radio & TV communication equipment	8	2	303.7	1.2918	94
3699	Electrical equipment & supplies n.e.c.	1	1	59.9	7.6923	100
3732	Boat building & repairing	9	4	62.3	2.7867	84
3825	Electricity-measuring instruments	6	5	126.1	3.2385	99
Polk 141	**All mfg.**	**175**	**61**	**2,872.6**	**.1663**	**86**
2033	Canned fruits & vegetables	9	7	184.8	2.3881	97
2037	Frozen fruits & vegetables	12	9	398.9	9.4683	98
2874	Phosphatic fertilizers	9	9	1,152.3	32.6773	100
3721	Aircraft	1	1	142.6	.6246	100
Putnam	**All mfg.**	**17**	**7**	**347.4**	**.0201**	**90**
2621	Paper mills, except building paper	1	1	131.5	.7074	100
St. Johns 122	**All mfg.**	**13**	**8**	**117.1**	**.0068**	**85**
St. Lucie	**All mfg.**	**17**	**4**	**114.5**	**.0066**	**67**
Santa Rosa 208	**All mfg.**	**7**	**4**	**199.7**	**.0116**	**92**
Sarasota 253	**All mfg.**	**92**	**18**	**406.8**	**.0235**	**63**
3662	Radio & TV communication equipment	4	3	92.6	.3939	96
Seminole 201	**All mfg.**	**66**	**16**	**391.6**	**.0227**	**59**
3679	Electronic components n.e.c.	7	4	47.1	.6209	91
Sumter	**All mfg.**	**3**		**18.8**	**.0011**	**0**
Suwannee	**All mfg.**	**10**	**2**	**99.1**	**.0057**	**71**
Taylor	**All mfg.**	**12**	**3**	**201.7**	**.0117**	**80**
2611	Pulp mills	1	1	141.3	4.6282	100
Union	**All mfg.**	**3**	**1**	**13.2**	**.0008**	**22**
Volusia 71	**All mfg.**	**57**	**16**	**327.9**	**.0190**	**67**
Wakulla 271	**All mfg.**	**5**	**1**	**29.8**	**.0017**	**56**
Walton	**All mfg.**	**8**	**2**	**92.3**	**.0053**	**57**
Washington	**All mfg.**	**2**		**6.4**	**.0004**	**0**
State Total	**All mfg.**	**3,738**	**893**	**30,858.6**	**1.7860**	**72**
GEORGIA						
Appling	**All mfg.**	**13**	**4**	**55.2**	**.0032**	**42**
Atkinson	**All mfg.**	**5**		**7.4**	**.0004**	**0**
Bacon	**All mfg.**	**5**	**3**	**66.1**	**.0038**	**64**
Baker	**All mfg.**	**1**	**1**	**4.4**	**.0003**	**100**
Baldwin	**All mfg.**	**13**	**7**	**204.0**	**.0118**	**90**
Banks	**All mfg.**	**8**	**3**	**240.7**	**.0139**	**94**
2016	Poultry-dressing plants	2	2	205.9	2.8771	100
Barrow	**All mfg.**	**21**	**13**	**256.1**	**.0148**	**92**
2328	Men's & boys' work clothing	5	4	56.5	1.1914	94
Bartow	**All mfg.**	**42**	**17**	**597.2**	**.0346**	**84**
2272	Tufted carpets & rugs	15	6	277.9	5.4527	85
Ben Hill	**All mfg.**	**20**	**6**	**157.3**	**.0091**	**65**
Berrien	**All mfg.**	**6**	**2**	**56.2**	**.0033**	**81**
2211	Cotton-weaving mills	1	1	33.2	.6331	100
Bibb 162	**All mfg.**	**107**	**38**	**997.9**	**.0578**	**73**
2661	Building-paper & building-board mills	1	1	36.1	5.9699	100
Bleckley	**All mfg.**	**6**	**2**	**50.9**	**.0029**	**74**
Brantley	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Brooks	**All mfg.**	**6**	**4**	**42.0**	**.0024**	**94**
Bryan 254	**All mfg.**	**4**	**1**	**10.7**	**.0006**	**32**
Bulloch	**All mfg.**	**21**	**6**	**135.1**	**.0078**	**51**
Burke	**All mfg.**	**15**	**7**	**101.1**	**.0059**	**75**
Butts 19	**All mfg.**	**7**	**3**	**39.1**	**.0023**	**73**
Calhoun	**All mfg.**	**7**	**2**	**44.3**	**.0026**	**19**
Camden	**All mfg.**	**8**	**3**	**173.8**	**.0101**	**91**
Candler	**All mfg.**	**5**	**1**	**24.6**	**.0014**	**28**
Carroll	**All mfg.**	**44**	**20**	**838.8**	**.0485**	**94**
2311	Men's & boys' suits & coats	3	3	83.3	2.2962	100
3357	Nonferrous-wire drawing & insulating	1	1	493.3	5.2850	100

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
GEORGIA (cont.)						
Catoosa	**All mfg.**	6	3	246.8	.0143	98
2272	Tufted carpets & rugs	2	2	234.4	4.5991	100
Charlton	**All mfg.**	4	1	10.8	.0006	31
Chatham 254	**All mfg.**	92	39	2,022.8	.1171	90
2631	Paperboard mills	2	2	192.5	1.8358	100
2643	Bags, except textile bags	2	1	256.6	5.8772	98
3715	Truck trailers	1	1	61.0	3.7118	100
Chattahoochee 63	**All mfg.**	1		1.6	.0001	0
Chattooga	**All mfg.**	13	5	226.5	.0131	92
2211	Cotton-weaving mills	1	1	87.0	1.6589	100
Cherokee 19	**All mfg.**	17	3	111.4	.0064	71
Clarke 18	**All mfg.**	59	27	603.3	.0349	85
2017	Poultry & egg processing	2	2	31.3	2.9220	100
3612	Transformers	1	1	61.8	2.0733	100
Clay	**All mfg.**	2		6.2	.0004	0
Clayton 19	**All mfg.**	49	12	348.2	.0202	67
Clinch	**All mfg.**	4	1	30.5	.0018	66
Cobb 19	**All mfg.**	91	20	1,560.6	.0903	86
3721	Aircraft	1	1	1,084.5	4.7500	100
Coffee	**All mfg.**	23	6	241.1	.0140	73
2016	Poultry-dressing plants	2	2	128.7	1.7983	100
Colquitt	**All mfg.**	35	14	296.0	.0171	65
Columbia 21	**All mfg.**	6	4	55.7	.0032	90
Cook	**All mfg.**	7	4	99.7	.0058	94
Coweta	**All mfg.**	24	13	402.7	.0233	90
3354	Aluminum extruded products	1	1	153.2	5.2871	100
Crawford	**All mfg.**	3		9.9	.0006	0
Crisp	**All mfg.**	23	5	122.2	.0071	48
Dade 54	**All mfg.**	6	1	29.6	.0017	18
Dawson	**All mfg.**	3	2	20.6	.0012	88
Decatur	**All mfg.**	27	11	273.1	.0158	72
De Kalb 19	**All mfg.**	426	111	5,536.2	.3204	82
2099	Food preparations n.e.c.	5	3	118.4	1.4706	92
2211	Cotton-weaving mills	2	2	33.0	.6293	100
2649	Converted paper products n.e.c.	1	1	76.9	4.0102	100
2711	Newspapers	4	1	109.2	.6789	94
2752	Lithographic commercial printing	16	3	158.4	1.3455	72
2842	Polishes & sanitation goods	13	7	281.3	6.4061	88
3079	Miscellaneous plastics products	21	7	111.6	.4354	70
3613	Switchgear & switchboard apparatus	10	5	68.9	1.4791	72
3644	Non-current-carrying wiring devices	2	1	77.1	4.3897	98
3711	Motor vehicles & passenger-car bodies	2	2	2,109.6	3.1379	100
3714	Motor-vehicle parts & accessories	8	2	92.2	.2924	77
Dodge	**All mfg.**	7	3	64.9	.0038	88
Dooly	**All mfg.**	5	4	59.5	.0034	98
Dougherty 3	**All mfg.**	45	15	1,056.3	.0611	87
2082	Malt beverages	1	1	262.8	3.0413	100
2283	Wool-yarn mills	1	1	16.3	7.8028	100
3011	Tires & inner tubes	1	1	167.0	1.6331	100
Douglas 19	**All mfg.**	10		15.1	.0009	0
Early	**All mfg.**	6	3	197.8	.0114	96
Effingham 254	**All mfg.**	7	1	43.1	.0025	20
Elbert	**All mfg.**	39	7	110.0	.0064	49
3281	Cut stone & stone products	29	2	31.2	5.2279	21
Emanuel	**All mfg.**	20	10	96.8	.0056	74
Evans	**All mfg.**	11	2	83.1	.0048	65
Fannin	**All mfg.**	4	3	40.6	.0023	93
Fayette 19	**All mfg.**	16	5	127.0	.0074	68
Floyd	**All mfg.**	53	19	917.9	.0531	84
2221	Synthetics- & silk-weaving mills	1	1	112.8	1.5398	100
2272	Tufted carpets & rugs	5	1	230.0	4.5128	87
2281	Yarn-spinning mills, except wool	1	1	98.4	2.2277	100
3612	Transformers	1	1	58.2	1.9525	100
Forsyth 19	**All mfg.**	9	4	73.0	.0042	71
2327	Men's & boys' separate trousers	1	1	22.5	1.0323	100
Franklin	**All mfg.**	16	8	84.7	.0049	64
Fulton 19	**All mfg.**	310	78	3,119.2	.1805	74
2026	Fluid milk	4	3	182.4	1.0842	97
2052	Cookies & crackers	2	1	88.0	2.5879	93
2321	Men's & boys' shirts & nightwear	1	1	29.8	.8085	100
2751	Letterpress commercial printing	14	2	52.8	.9660	69
3221	Glass containers	1	1	54.0	1.9261	100
3312	Blast furnaces & steel mills	1	1	145.0	.2868	100
3711	Motor vehicles & passenger-car bodies	1	1	662.2	.9850	100
Gilmer	**All mfg.**	12	7	123.8	.0072	79
Glascock	**All mfg.**	2		4.8	.0003	0
Glynn	**All mfg.**	31	13	564.2	.0327	89
2092	Fresh or frozen packaged seafoods	5	4	157.5	6.1765	95
2631	Paperboard mills	2	2	184.0	1.7547	100
Gordon	**All mfg.**	49	22	492.9	.0285	77
2272	Tufted carpets & rugs	25	12	354.4	6.9537	81
Grady	**All mfg.**	12	7	198.1	.0115	83
Greene	**All mfg.**	15	3	75.2	.0044	60
Gwinnett 19	**All mfg.**	84	20	868.7	.0503	80
3357	Nonferrous-wire drawing & insulating	1	1	386.2	4.1376	100
Habersham	**All mfg.**	20	9	212.8	.0123	89
Hall	**All mfg.**	63	28	795.2	.0460	74
2016	Poultry-dressing plants	7	5	223.3	3.1202	96
2211	Cotton-weaving mills	3	3	79.0	1.5064	100
Hancock	**All mfg.**	3	1	11.3	.0007	61
Haralson	**All mfg.**	20	11	191.2	.0111	80
2311	Men's & boys' suits & coats	3	3	80.7	2.2245	100
2327	Men's & boys' separate trousers	4	3	22.9	1.0506	93
Harris	**All mfg.**	5	2	22.1	.0013	52
Hart	**All mfg.**	14	8	116.9	.0068	90
Heard	**All mfg.**	3	2	37.1	.0021	95
Henry 19	**All mfg.**	13	4	76.0	.0044	75
Houston 162	**All mfg.**	9	6	137.3	.0079	96
Irwin	**All mfg.**	5	1	21.6	.0013	20
Jackson	**All mfg.**	11	9	99.5	.0058	92
Jasper	**All mfg.**	6	4	71.4	.0041	96
Jeff Davis	**All mfg.**	11	6	86.1	.0050	86
2299	Textile goods n.e.c.	1	1	28.6	10.7478	100
Jefferson	**All mfg.**	23	10	185.1	.0107	79
Jenkins	**All mfg.**	6	3	30.5	.0018	62
Johnson	**All mfg.**	9	3	44.9	.0026	45
Jones 162	**All mfg.**	2	1	14.0	.0008	91
Lamar	**All mfg.**	6	5	135.7	.0079	98
2254	Knit-underwear mills	1	1	40.8	5.5952	100
Lanier	**All mfg.**	1	1	2.2	.0001	100
Laurens	**All mfg.**	22	11	253.2	.0147	76
2231	Wool-fabric weaving & finishing mills	1	1	26.3	3.8992	100
2321	Men's & boys' shirts & nightwear	2	2	30.6	.8302	100
Lee 3	**All mfg.**	1	1	8.9	.0005	100
Liberty	**All mfg.**	6	3	63.8	.0037	82
Lincoln	**All mfg.**	5	2	30.6	.0018	40
Long	**All mfg.**	1		2.7	.0002	0
Lowndes	**All mfg.**	32	9	473.8	.0274	81
Lumpkin	**All mfg.**	3	1	30.0	.0017	72
McDuffie	**All mfg.**	14	6	92.1	.0053	77
3021	Rubber & plastic footwear	1	1	29.5	5.0068	100
McIntosh	**All mfg.**	3	1	20.4	.0012	45
Macon	**All mfg.**	7	3	75.3	.0044	86
Madison 18	**All mfg.**	6	4	28.2	.0016	78
Marion	**All mfg.**	2	1	6.3	.0004	65
Meriwether	**All mfg.**	17	7	182.5	.0106	87
3964	Needles, pins, & fasteners	1	1	50.6	6.4148	100
Miller	**All mfg.**	1		1.3	.0001	0
Mitchell	**All mfg.**	18	7	116.1	.0067	68
Monroe	**All mfg.**	10	7	76.8	.0044	85
Montgomery	**All mfg.**	5	3	24.1	.0014	88
Morgan	**All mfg.**	9	3	42.6	.0025	77

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County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
	Murray All mfg.	21	9	209.7	.0121	74
2272	Tufted carpets & rugs	15	6	164.0	3.2178	72
	Muscogee 63 All mfg.	87	38	1,299.1	.0752	87
2065	Confectionery products	1	1	93.4	1.6628	100
2211	Cotton-weaving mills	5	5	140.4	2.6772	100
2221	Synthetics- & silk-weaving mills	2	2	169.2	2.3098	100
2281	Yarn-spinning mills, except wool	4	2	56.1	1.2700	92
	Newton 19 All mfg.	14	6	283.2	.0164	87
	Oconee 18 All mfg.	2		3.3	.0002	0
	Oglethorpe 18 All mfg.	2	1	6.6	.0004	55
	Paulding 19 All mfg.	8	1	26.4	.0015	34
	Peach All mfg.	9	3	122.7	.0071	61
	Pickens All mfg.	6	4	33.6	.0019	89
	Pierce All mfg.	7	2	31.8	.0018	29
	Pike All mfg.	1	1	10.3	.0006	100
	Polk All mfg.	23	13	353.0	.0204	91
	Pulaski All mfg.	5	3	37.4	.0022	77
	Putnam All mfg.	6	2	56.1	.0032	63
	Rabun All mfg.	5	3	110.4	.0064	96
	Randolph All mfg.	8	2	38.9	.0023	48
	Richmond 21 All mfg.	98	35	1,218.2	.0705	80
2211	Cotton-weaving mills	2	2	40.0	.7627	100
3255	Clay refractories	1	1	85.2	9.6774	100
	Rockdale 19 All mfg.	30	10	285.0	.0165	74
3646	Commercial electric lighting fixtures	1	1	72.8	6.5385	100
	Schley All mfg.	5	1	17.3	.0010	52
	Screven All mfg.	9	4	75.7	.0044	79
	Seminole All mfg.	4		7.1	.0004	0
	Spalding All mfg.	31	10	243.2	.0141	71
2211	Cotton-weaving mills	4	4	113.7	2.1681	100
	Stephens All mfg.	28	12	321.4	.0186	81
2284	Thread mills	1	1	74.1	11.8106	100
	Stewart All mfg.	5	1	21.4	.0012	49
	Sumter All mfg.	25	7	152.0	.0088	60
	Taliaferro All mfg.	2		2.4	.0001	0
	Tattnall All mfg.	9	2	28.5	.0016	22
	Taylor All mfg.	2	1	31.0	.0018	98
	Telfair All mfg.	10	4	90.8	.0053	75
	Terrell All mfg.	5	4	79.3	.0046	94
	Thomas All mfg.	33	9	440.7	.0255	77
2011	Meat-packing plants	1	1	247.9	.6390	100
	Tift All mfg.	30	10	258.6	.0150	66
	Toombs All mfg.	16	8	107.5	.0062	83
	Towns All mfg.	2		3.3	.0002	0
	Treutlen All mfg.	2	1	8.1	.0005	74
	Troup All mfg.	51	19	440.0	.0255	77
2211	Cotton-weaving mills	5	5	48.9	.9324	100
	Turner All mfg.	6	4	38.2	.0022	91
	Twiggs 162 All mfg.	6	3	58.9	.0034	85
3295	Ground or treated minerals & earths	4	2	39.6	3.0247	89
	Union All mfg.	4	1	18.4	.0011	50
	Upson All mfg.	15	9	402.8	.0233	90
2296	Tire cord & fabric	2	2	260.3	20.8457	100
	Walker 54 All mfg.	41	21	350.8	.0203	85
2272	Tufted carpets & rugs	6	4	115.2	2.2603	95
	Walton 19 All mfg.	20	13	193.0	.0112	86
	Ware All mfg.	40	10	231.6	.0134	48
	Warren All mfg.	5	4	51.1	.0030	87
	Washington All mfg.	17	8	85.8	.0050	59
	Wayne All mfg.	19	5	201.6	.0117	79
2611	Pulp mills	1	1	144.1	4.7199	100
	Webster All mfg.	2		8.3	.0005	0
	Wheeler All mfg.	1	1	6.4	.0004	100
	White All mfg.	6	3	30.3	.0018	65
	Whitfield All mfg.	140	45	1,750.6	.1013	81
2211	Cotton-weaving mills	5	2	34.8	.6636	85
2272	Tufted carpets & rugs	59	29	1,417.6	27.8146	90
	Wilcox All mfg.	3	1	15.8	.0009	51
	Wilkes All mfg.	14	6	90.5	.0052	67
	Wilkinson All mfg.	6	2	28.6	.0017	78
	Worth All mfg.	9	4	57.9	.0034	73
	State Total All mfg.	3,396	1,208	38,670.3	2.2381	80

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
IDAHO						
	Ada 38 All mfg.	69	16	443.5	.0257	59
	Adams All mfg.	2	1	10.5	.0006	77
	Bannock 216 All mfg.	21	7	532.0	.0308	86
3532	Mining machinery	1	1	66.3	2.3966	100
	Bear Lake All mfg.	2		9.0	.0005	0
	Benewah All mfg.	8	2	59.1	.0034	58
	Bingham All mfg.	11	5	147.7	.0085	80
2034	Dehydrated fruits, vegetables, & soups	4	4	100.1	7.4701	100
	Blaine All mfg.	1	1	7.0	.0004	100
	Boise All mfg.	2	2	35.1	.0020	100
	Bonner All mfg.	15	4	74.9	.0043	56
	Bonneville All mfg.	28	8	213.3	.0123	62
	Boundary All mfg.	3	2	25.5	.0015	94
	Camas All mfg.	1		2.9	.0002	0
	Canyon All mfg.	46	16	538.2	.0311	68
2034	Dehydrated fruits, vegetables, & soups	2	1	101.6	7.5821	95
2451	Mobile homes	3	3	73.3	2.1735	100
	Caribou All mfg.	4	2	140.8	.0081	90
	Cassia All mfg.	9	4	154.1	.0089	92
2037	Frozen fruits & vegetables	1	1	70.0	1.6615	100
	Clearwater All mfg.	7	1	100.5	.0058	47
	Elmore All mfg.	1		5.6	.0003	0
	Franklin All mfg.	3	1	12.9	.0007	49
	Fremont All mfg.	2		7.0	.0004	0
	Gem All mfg.	4	2	35.1	.0020	90
	Gooding All mfg.	1		18.5	.0011	0
	Idaho All mfg.	6	2	53.2	.0031	53
	Jefferson All mfg.	4	2	74.4	.0043	65
	Jerome All mfg.	5	2	72.8	.0042	86
	Kootenai All mfg.	20	9	213.8	.0124	77
2421	General sawmills & planing mills	6	6	107.3	.8609	100
	Latah All mfg.	7	1	29.8	.0017	37
	Lewis All mfg.	2		3.8	.0002	0
	Lincoln All mfg.	1		11.8	.0007	0
	Madison All mfg.	3	2	12.9	.0007	53
	Minidoka All mfg.	9	3	136.6	.0079	78
2034	Dehydrated fruits, vegetables, & soups	1	1	64.6	4.8209	100
	Nez Perce All mfg.	16	8	299.3	.0173	91
	Payette All mfg.	4	1	38.6	.0022	65
	Power 216 All mfg.	3	1	58.9	.0034	89
	Shoshone All mfg.	8	3	269.4	.0156	94
	Twin Falls All mfg.	31	7	311.5	.0180	50
	Valley All mfg.	1	1	8.1	.0005	100
	Washington All mfg.	2	1	12.5	.0007	78
	State Total All mfg.	362	117	4,180.4	.2419	73

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County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
ILLINOIS						
Adams	**All mfg.**	**47**	**17**	**759.3**	**.0439**	**86**
2048	Prepared feeds n.e.c.	3	2	239.5	2.1219	98
3499	Fabricated metal products n.e.c.	2	2	91.8	2.1861	100
3563	Air & gas compressors	3	2	123.3	6.6448	96
Alexander	**All mfg.**	**9**	**2**	**76.0**	**.0044**	**76**
Bond	**All mfg.**	**6**	**2**	**65.8**	**.0038**	**84**
Boone	**All mfg.**	**17**	**8**	**1,133.2**	**.0656**	**97**
3711	Motor vehicles & passenger-car bodies	1	1	904.1	1.3448	100
Brown	**All mfg.**	**3**		**14.9**	**.0009**	**0**
Bureau	**All mfg.**	**26**	**8**	**190.7**	**.0110**	**68**
Carroll	**All mfg.**	**11**	**4**	**105.6**	**.0061**	**71**
Cass	**All mfg.**	**10**	**2**	**271.5**	**.0157**	**90**
Champaign	**All mfg.**	**48**	**18**	**1,021.8**	**.0591**	**79**
2079	Shortening & cooking oils n.e.c.	1	1	438.7	8.4213	100
Christian	**All mfg.**	**20**	**8**	**375.5**	**.0217**	**87**
Clark	**All mfg.**	**12**	**5**	**120.5**	**.0070**	**89**
Clay	**All mfg.**	**10**	**2**	**97.3**	**.0056**	**24**
Clinton	**All mfg.**	**9**	**2**	**37.1**	**.0021**	**40**
Coles	**All mfg.**	**48**	**23**	**598.8**	**.0347**	**86**
3641	Electric lamps	1	1	102.8	5.0635	100
Cook	**All mfg.**	**6,160**	**1,712**	**60,678.2**	**3.5118**	**79**
2011	Meat-packing plants	47	18	1,266.4	3.2641	77
2013	Sausages & other prepared meats	54	20	1,098.3	10.1846	80
2032	Canned food specialties	7	3	141.8	3.9939	84
2033	Canned fruits & vegetables	14	8	197.2	2.5483	91
2035	Pickles, sauces, & salad dressings	17	3	186.8	5.2296	57
2046	Wet corn milling	2	1	343.0	14.0603	99
2051	Bread, cake, & related products	52	25	551.0	4.9114	88
2052	Cookies & crackers	10	6	455.5	13.3955	96
2065	Confectionery products	57	23	1,247.3	22.2058	91
2067	Chewing gum	1	1	115.2	16.0044	100
2086	Bottled & canned soft drinks	17	7	349.3	2.6960	90
2087	Flavoring extracts & syrups n.e.c.	17	2	340.9	10.5369	60
2099	Food preparations n.e.c.	43	14	454.8	5.6489	69
2291	Felt goods, except woven felts & hats	10	3	55.3	27.4442	82
2311	Men's & boys' suits & coats	9	4	38.4	1.0585	76
2328	Men's & boys' work clothing	6	5	60.1	1.2673	98
2335	Women's & misses' dresses	21	4	84.6	1.5649	64
2391	Curtains & draperies	21	4	54.1	4.3977	52
2399	Fabricated textile products n.e.c.	19	3	56.1	4.0976	52
2431	Millwork	30	1	82.2	1.8988	35
2499	Wood products n.e.c.	33	6	95.1	3.2537	56
2511	Wood household furniture	28	7	73.7	1.5760	63
2514	Metal household furniture	18	9	120.5	8.4119	85
2515	Mattresses & bedsprings	24	8	106.4	6.4493	71
2541	Wood partitions & fixtures	19	6	128.7	10.3548	84
2542	Metal partitions & fixtures	16	3	77.2	5.1051	59
2591	Drapery hardware & blinds & shades	8	2	55.4	8.1965	85
2599	Furniture & fixtures n.e.c.	14	3	72.0	9.4451	62
2621	Paper mills, except building paper	8	5	142.0	.7639	85
2641	Paper coating & glazing	23	14	315.7	7.4099	86
2642	Envelopes	14	8	108.7	8.8446	85
2643	Bags, except textile bags	20	6	145.5	3.3326	69
2645	Die-cut paper & board	17	4	103.2	7.6581	58
2649	Converted paper products n.e.c.	23	6	72.7	3.7912	56
2651	Folding paperboard boxes	39	16	199.1	6.9676	78
2653	Corrugated & solid fiber boxes	59	25	500.6	5.9457	75
2654	Sanitary food containers	8	5	250.2	10.4998	95
2711	Newspapers	43	13	452.6	2.8139	84
2721	Periodicals	97	12	652.6	8.6661	56
2731	Book publishing	32	16	426.2	6.9863	87

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County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2741	Miscellaneous publishing	29	14	232.2	10.2467	85
2751	Letterpress commercial printing	178	30	552.6	10.1101	69
2752	Lithographic commercial printing	149	31	1,002.0	8.5114	55
2753	Engraving & plate printing	13	3	37.0	11.0185	75
2761	Manifold business forms	15	2	168.2	4.5978	75
2771	Greeting-card publishing	14	5	85.4	6.1643	77
2782	Blankbooks & looseleaf binders	20	5	73.3	5.5984	51
2789	Bookbinding & related work	31	10	64.6	9.9400	70
2791	Typesetting	35	5	96.8	11.2545	50
2793	Photoengraving	20	3	35.4	13.1696	30
2819	Industrial inorganic chemicals n.e.c.	19	7	315.0	2.9251	81
2821	Plastics materials & synthetic resins	14	3	224.0	1.6334	65
2834	Pharmaceutical preparations	19	6	336.2	2.0275	83
2841	Soap & other detergents	22	4	489.5	6.1517	65
2842	Polishes & sanitation goods	41	10	339.6	7.7338	63
2844	Toilet preparations	34	12	935.0	10.1347	86
2851	Paints & allied products	65	21	947.3	11.1738	79
2869	Industrial organic chemicals n.e.c.	20	3	406.3	1.3472	48
2891	Adhesives & sealants	23	2	119.3	4.5527	31
2893	Printing ink	26	9	266.9	21.1859	72
2899	Chemical preparations n.e.c.	43	6	277.2	5.1989	41
2911	Petroleum refining	7	3	3,480.5	2.2253	91
2952	Asphalt felts & coatings	11	4	234.4	6.2711	75
2992	Lubricating oils & greases	22	8	333.8	11.1181	74
3069	Fabricated rubber products n.e.c.	40	12	131.0	2.8487	68
3079	Miscellaneous plastics products	247	60	1,201.6	4.6878	60
3111	Leather tanning & finishing	11	6	93.3	5.0299	84
3143	Men's nonathletic footwear	2	2	127.1	5.8225	100
3161	Luggage	15	3	54.2	6.7615	49
3199	Leather goods n.e.c.	12	7	36.3	11.0401	82
3229	Pressed & blown glass n.e.c.	13	3	40.1	2.4720	75
3231	Products of purchased glass	27	6	156.8	5.8344	52
3272	Concrete products n.e.c.	23	4	86.3	2.2136	57
3291	Abrasive products	14	5	152.1	6.2234	73
3293	Gaskets, packing, & sealing devices	19	7	338.1	17.4189	90
3312	Blast furnaces & steel mills	22	10	2,175.3	4.3021	97
3315	Steel wire & related products	10	5	180.1	6.6514	87
3316	Cold-rolled steel sheet, strip, & bars	29	12	307.7	9.4225	82
3317	Steel pipe & tubes	15	6	130.1	4.0651	81
3321	Gray-iron foundries	13	4	98.0	1.2021	73
3325	Steel foundries n.e.c.	12	6	67.8	2.6102	88
3341	Secondary nonferrous metals	19	9	454.5	9.1644	84
3353	Aluminum sheet, plate, & foil	2	1	745.6	8.8483	98
3361	Aluminum foundries	35	12	195.2	5.7126	63
3362	Brass, bronze, & copper foundries	15	3	41.0	4.8979	48
3369	Nonferrous foundries n.e.c.	20	3	42.6	3.7163	45
3399	Primary metal products n.e.c.	15	4	69.6	7.1775	67
3411	Metal cans	18	11	652.2	7.6620	95
3412	Metal shipping barrels, drums, & pails	13	3	80.5	8.5375	69
3423	Hand & edge tools n.e.c.	25	8	131.1	4.8100	75
3429	Hardware n.e.c.	39	12	279.6	4.4411	66
3432	Plumbing fittings & brass goods	9	5	79.4	5.7482	91
3433	Heating equipment, except electric	13	4	47.2	2.5649	69
3441	Fabricated structural metal	65	11	175.4	2.8461	52
3442	Metal doors, sash, & trim	49	5	115.2	2.9766	30
3443	Fabricated plate work (boiler shops)	28	3	138.5	1.5664	52
3444	Sheet-metal work	67	20	305.6	5.3008	73
3446	Architectural & ornamental metal work	14	4	92.7	8.2064	77
3449	Miscellaneous metal work	23	3	62.6	4.1298	35
3451	Screw-machine products	88	8	204.3	9.7027	28
3452	Bolts, nuts, rivets, & washers	70	20	411.9	10.4806	74
3462	Iron & steel forgings	45	14	399.6	11.4963	82
3465	Automotive stampings	3	3	913.9	7.4288	100
3466	Crowns & closures	9	3	144.7	19.7867	87
3469	Metal stampings n.e.c.	100	25	483.2	8.5809	67
3471	Plating & polishing	102	10	185.8	8.7054	28
3479	Metal coating & allied services n.e.c.	45	7	143.4	7.3287	48
3493	Steel springs, except wire	14	6	76.3	12.7252	77
3494	Valves & pipe fittings	29	13	376.7	5.4479	88
3495	Wire springs	17	7	121.8	11.9764	81
3496	Miscellaneous fabricated wire products	62	10	98.3	5.4490	39
3499	Fabricated metal products n.e.c.	59	11	212.1	5.0510	49

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
ILLINOIS (Cook, cont.)						
3519	Internal-combustion engines n.e.c.	1	1	127.7	1.3738	100
3523	Farm machinery & equipment	6	2	215.5	1.9517	93
3531	Construction machinery	11	5	682.9	4.2030	96
3535	Conveyors & conveying equipment	15	4	72.4	2.9383	55
3536	Hoists, industrial cranes, & monorails	5	1	50.5	4.6035	81
3537	Industrial trucks & tractors	15	7	123.0	4.9255	88
3541	Metal-cutting machine tools	39	8	80.3	3.4010	54
3542	Metal-forming machine tools	26	10	192.1	20.6249	89
3544	Special dies, tools, jigs, & fixtures	175	13	205.0	6.6412	26
3545	Machine-tool accessories	29	8	145.1	7.4106	81
3546	Power-driven hand tools	6	5	70.3	7.0279	98
3551	Food-products machinery	39	12	208.2	6.6874	64
3553	Woodworking machinery	6	1	150.5	8.6079	89
3555	Printing-trades machinery	45	9	258.6	11.4364	58
3559	Special-industry machinery n.e.c.	38	14	237.9	3.7590	71
3561	Pumps & pumping equipment	26	9	142.4	4.2287	83
3564	Blowers & exhaust & ventilation fans	17	3	38.8	3.0801	57
3566	Speed changers, drives, & gears	14	6	102.8	10.0962	84
3567	Industrial-process furnaces & ovens	19	5	60.8	9.4366	77
3568	Power-transmission equipment n.e.c.	30	14	117.0	8.7366	80
3569	General industrial machinery n.e.c.	39	12	259.8	11.9185	87
3579	Office machines n.e.c.	26	16	570.5	25.4018	94
3581	Automatic merchandising machines	10	3	81.1	11.9722	83
3585	Refrigeration & heating equipment	20	7	287.8	1.5626	77
3589	Service-industry machinery n.e.c.	26	5	168.1	5.6108	62
3599	Machinery, except electrical, n.e.c.	164	16	569.8	5.1813	36
3612	Transformers	20	10	221.7	7.4376	91
3613	Switchgear & switchboard apparatus	34	12	486.1	10.4354	88
3621	Motors & generators	24	10	154.5	2.6038	80
3622	Industrial controls	21	9	128.2	4.0322	79
3633	Household laundry equipment	3	2	311.8	13.7454	98
3634	Electric housewares & fans	15	5	204.2	6.2150	85
3636	Sewing machines	6	3	135.6	34.6537	97
3639	Household appliances n.e.c.	1	1	129.4	8.4686	100
3643	Current-carrying wiring devices	19	9	88.6	4.4088	86
3644	Non-current-carrying wiring devices	9	5	280.1	15.9474	95
3645	Residential electric lighting fixtures	21	6	97.6	8.4102	67
3646	Commercial electric lighting fixtures	13	6	121.9	10.9484	85
3648	Lighting equipment n.e.c.	25	10	118.8	14.1834	74
3651	Radio & TV receiving sets	28	16	864.2	12.7869	95
3661	Telephone & telegraph apparatus	8	5	1,829.7	14.3921	99
3662	Radio & TV communication equipment	42	19	613.0	2.6074	88
3672	Cathode-ray TV picture tubes	1	1	189.7	17.8189	100
3677	Electronic c.'ls & transformers	19	9	89.2	12.7666	82
3678	Electronic connectors	8	7	291.5	17.7311	99
3679	Electronic components n.e.c.	55	16	243.9	3.2153	75
3693	X-ray apparatus & tubes	13	8	290.2	13.0927	89
3694	Engine electrical equipment	11	6	117.9	2.6339	88
3699	Electrical equipment & supplies n.e.c.	14	2	43.7	5.6119	46
3711	Motor vehicles & passenger-car bodies	3	3	909.0	1.3521	100
3714	Motor-vehicle parts & accessories	54	16	522.8	1.6580	78
3743	Railroad equipment	22	11	1,160.6	19.8495	97
3751	Motorcycles, bicycles, & parts	3	2	156.2	12.9788	99
3811	Engineering & scientific instruments	22	6	156.3	5.6725	75
3822	Environmental controls	12	7	169.0	9.2837	95
3823	Industrial process-control instruments	9	4	71.6	3.0297	79
3825	Electricity-measuring instruments	15	9	221.3	5.6834	94
3829	Measuring & controlling devices n.e.c.	15	9	122.0	7.2339	89
3841	Surgical & medical instruments	16	5	112.8	4.3780	76
3842	Surgical appliances & supplies	22	7	245.8	6.5393	85
3843	Dental equipment & supplies	18	6	126.3	11.1043	79
3851	Ophthalmic goods	9	5	28.3	3.7860	88
3861	Photographic equipment & supplies	51	16	1,184.7	7.7559	79
3931	Musical instruments & parts	16	5	116.1	10.7084	86
3944	Games, toys, & children's vehicles	18	10	149.3	4.6191	89
3949	Sporting & athletic goods n.e.c.	22	6	68.2	2.4897	66
3953	Marking devices	17	3	34.9	12.4955	49
3993	Signs & advertising displays	87	16	225.8	11.5700	53
3999	Manufactures n.e.c.	51	10	429.3	14.5872	82
Crawford	**All mfg.**	**18**	**7**	**1,309.7**	**.0758**	**92**
Cumberland	**All mfg.**	**4**	**2**	**18.2**	**.0011**	**80**
De Kalb	**All mfg.**	**47**	**16**	**556.3**	**.0322**	**83**
3661	Telephone & telegraph apparatus	1	1	97.0	.7630	100
De Witt	**All mfg.**	**7**	**3**	**68.6**	**.0040**	**87**
Douglas	**All mfg.**	**13**	**5**	**297.4**	**.0172**	**89**
Du Page 56	**All mfg.**	**600**	**149**	**4,560.0**	**.2639**	**72**
2043	Cereal breakfast foods	2	2	207.2	6.7371	100
2751	Letterpress commercial printing	21	3	30.9	.5653	35
2752	Lithographic commercial printing	16	3	146.8	1.2470	58
3079	Miscellaneous plastics products	41	12	226.8	.8848	69
3499	Fabricated metal products n.e.c.	10	4	60.2	1.4336	76
3573	Electronic computing equipment	4	3	193.6	.8008	98
3599	Machinery, except electrical, n.e.c.	16	3	116.3	1.0575	76
3661	Telephone & telegraph apparatus	4	2	355.2	2.7939	98
3713	Truck & bus bodies	1	1	48.0	1.5980	100
3811	Engineering & scientific instruments	4	2	51.0	1.8509	95
Edgar	**All mfg.**	**14**	**8**	**170.3**	**.0099**	**94**
Edwards	**All mfg.**	**4**	**3**	**39.7**	**.0023**	**98**
Effingham	**All mfg.**	**24**	**7**	**417.4**	**.0242**	**83**
2752	Lithographic commercial printing	1	1	111.2	.9446	100
3585	Refrigeration & heating equipment	2	2	222.5	1.2854	100
Fayette	**All mfg.**	**13**	**4**	**87.0**	**.0050**	**65**
Ford	**All mfg.**	**17**	**9**	**150.4**	**.0087**	**90**
Franklin	**All mfg.**	**10**	**2**	**40.4**	**.0023**	**45**
Fulton	**All mfg.**	**10**	**4**	**225.1**	**.0130**	**82**
3523	Farm machinery & equipment	1	1	166.2	1.5052	100
Gallatin	**All mfg.**	**4**	**1**	**20.7**	**.0012**	**54**
Greene	**All mfg.**	**3**	**2**	**22.7**	**.0013**	**54**
Grundy	**All mfg.**	**25**	**9**	**369.5**	**.0214**	**79**
Hamilton	**All mfg.**	**4**	**1**	**12.6**	**.0007**	**37**
Hancock	**All mfg.**	**10**	**2**	**40.4**	**.0023**	**19**
Henry 69	**All mfg.**	**30**	**8**	**263.4**	**.0152**	**67**
Iroquois	**All mfg.**	**21**	**6**	**217.0**	**.0126**	**77**
Jackson	**All mfg.**	**15**	**6**	**144.6**	**.0084**	**63**
Jasper	**All mfg.**	**4**	**1**	**8.6**	**.0005**	**38**
Jefferson	**All mfg.**	**15**	**4**	**119.2**	**.0069**	**72**
Jersey	**All mfg.**	**2**	**1**	**10.7**	**.0006**	**77**
Jo Daviess	**All mfg.**	**18**	**4**	**158.4**	**.0092**	**49**
Johnson	**All mfg.**	**1**		**1.8**	**.0001**	**0**
Kane 56	**All mfg.**	**348**	**110**	**3,658.9**	**.2118**	**80**
2335	Women's & misses' dresses	1	1	63.2	1.1691	100
2522	Metal office furniture	2	2	62.9	3.8906	100
2542	Metal partitions & fixtures	6	4	93.8	6.2029	89
3079	Miscellaneous plastics products	29	7	147.8	.5766	55
3293	Gaskets, packing, & sealing devices	4	3	122.6	6.3163	98
3494	Valves & pipe fittings	3	3	69.7	1.0080	100
3531	Construction machinery	2	2	178.0	1.0955	100
3537	Industrial trucks & tractors	3	1	297.3	11.9053	98
3544	Special dies, tools, jigs, & fixtures	9	3	41.3	1.3380	79
3561	Pumps & pumping equipment	3	2	59.5	1.7669	95
3592	Carburetors, pistons, rings, & valves	1	1	86.4	3.5622	100
3622	Industrial controls	5	1	59.9	1.8840	91
3631	Household cooking equipment	1	1	129.2	6.5085	100
3661	Telephone & telegraph apparatus	1	1	161.7	1.2719	100
Kankakee 130	**All mfg.**	**60**	**28**	**1,444.1**	**.0836**	**92**
2047	Pet food	1	1	300.7	7.8110	100
2512	Upholstered wood household furniture	2	2	55.1	1.7277	100
3524	Lawn & garden equipment	1	1	67.4	3.9645	100
Kendall	**All mfg.**	**17**	**5**	**93.8**	**.0054**	**61**
Knox	**All mfg.**	**26**	**10**	**635.6**	**.0368**	**79**
3519	Internal-combustion engines n.e.c.	1	1	191.5	2.0602	100
Lake 56	**All mfg.**	**249**	**87**	**3,558.1**	**.2059**	**87**
2038	Frozen food specialties	1	1	171.2	4.0313	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.) 1980 ($MM Est.)	% Of U.S. Shipments	% In Large Plants
2834	Pharmaceutical preparations	2	2	679.6	4.0983	100
2952	Asphalt felts & coatings	1	1	193.7	5.1822	100
3079	Miscellaneous plastics products	19	6	101.9	.3975	64
3429	Hardware n.e.c.	3	2	79.5	1.2627	92
3519	Internal-combustion engines n.e.c.	1	1	510.5	5.4921	100
3531	Construction machinery	3	3	401.7	2.4723	100
La Salle	**All mfg.**	**97**	**39**	**1,105.8**	**.0640**	**82**
3211	Flat glass	1	1	135.9	5.6886	100
3221	Glass containers	2	2	117.0	4.1732	100
3714	Motor-vehicle parts & accessories	6	5	130.2	.4129	98
Lawrence	**All mfg.**	**5**	**3**	**963.0**	**.0557**	**99**
Lee	**All mfg.**	**26**	**8**	**183.2**	**.0106**	**61**
Livingston	**All mfg.**	**28**	**13**	**195.7**	**.0113**	**67**
Logan	**All mfg.**	**13**	**9**	**242.1**	**.0140**	**92**
McDonough	**All mfg.**	**18**	**8**	**180.3**	**.0104**	**79**
McHenry 56	**All mfg.**	**167**	**53**	**1,079.0**	**.0624**	**69**
3369	Nonferrous foundries n.e.c.	3	2	32.4	2.8265	96
3499	Fabricated metal products n.e.c.	6	2	54.9	1.3074	84
3622	Industrial controls	4	4	66.1	2.0790	100
3679	Electronic components n.e.c.	6	3	34.8	.4588	84
McLean 36	**All mfg.**	**44**	**14**	**529.4**	**.0306**	**80**
3622	Industrial controls	1	1	56.4	1.7739	100
3635	Household vacuum cleaners	1	1	208.9	24.9344	100
Macon 72	**All mfg.**	**63**	**26**	**3,089.4**	**.1788**	**96**
2046	Wet corn milling	2	2	484.8	19.8729	100
3011	Tires & inner tubes	1	1	245.1	2.3969	100
3322	Malleable-iron foundries	2	1	44.8	5.6551	97
3494	Valves & pipe fittings	2	2	67.2	.9719	100
3531	Construction machinery	1	1	565.8	3.4823	100
3651	Radio & TV receiving sets	1	1	171.7	2.5405	100
Macoupin	**All mfg.**	**14**	**4**	**63.9**	**.0037**	**39**
Madison 240	**All mfg.**	**95**	**39**	**7,470.8**	**.4324**	**98**
2911	Petroleum refining	3	3	4,425.4	2.8294	100
3221	Glass containers	1	1	114.8	4.0947	100
3312	Blast furnaces & steel mills	2	2	1,159.5	2.2932	100
3325	Steel foundries n.e.c.	2	2	69.7	2.6833	100
3351	Copper rolling & drawing	1	1	526.1	9.3066	100
3482	Small-arms ammunition	1	1	141.0	27.0789	100
Marion	**All mfg.**	**37**	**13**	**357.4**	**.0207**	**72**
Marshall	**All mfg.**	**8**	**2**	**66.3**	**.0038**	**79**
Mason	**All mfg.**	**12**		**58.7**	**.0034**	**0**
Massac	**All mfg.**	**5**	**3**	**65.6**	**.0038**	**94**
Menard 263	**All mfg.**	**3**	**1**	**12.2**	**.0007**	**26**
Mercer	**All mfg.**	**3**		**8.0**	**.0005**	**0**
Monroe 240	**All mfg.**	**4**	**1**	**48.4**	**.0028**	**73**
Montgomery	**All mfg.**	**21**	**8**	**154.8**	**.0090**	**67**
Morgan	**All mfg.**	**15**	**8**	**339.8**	**.0197**	**90**
Moultrie	**All mfg.**	**9**	**1**	**24.6**	**.0014**	**14**
Ogle	**All mfg.**	**36**	**17**	**343.6**	**.0199**	**80**
2283	Wool-yarn mills	1	1	13.4	6.4146	100
Peoria 209	**All mfg.**	**123**	**23**	**1,979.3**	**.1146**	**83**
2085	Distilled liquor, except brandy	1	1	179.8	6.0904	100
3312	Blast furnaces & steel mills	1	1	289.8	.5731	100
3321	Gray-iron foundries	2	1	181.7	2.2287	99
3519	Internal-combustion engines n.e.c.	1	1	319.0	3.4319	100
3531	Construction machinery	4	2	210.7	1.2968	97
Perry	**All mfg.**	**15**	**9**	**213.8**	**.0124**	**89**
Piatt	**All mfg.**	**4**	**1**	**42.6**	**.0025**	**56**
Pike	**All mfg.**	**9**	**1**	**54.7**	**.0032**	**19**
Pulaski	**All mfg.**	**3**		**13.9**	**.0008**	**0**
Putnam	**All mfg.**	**5**	**3**	**105.0**	**.0061**	**97**
Randolph	**All mfg.**	**9**	**3**	**215.4**	**.0125**	**88**
Richland	**All mfg.**	**9**	**4**	**159.9**	**.0093**	**85**
3944	Games, toys, & children's vehicles	1	1	107.8	3.3352	100
Rock Island 69	**All mfg.**	**91**	**41**	**2,150.3**	**.1245**	**94**
3321	Gray-iron foundries	2	2	78.0	.9567	100

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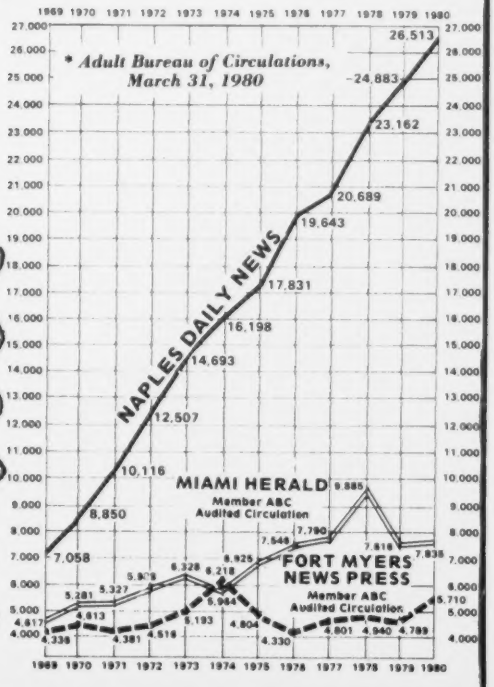

Circle No. 111 on Reader Service Card

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
ILLINOIS (Rock Island, cont.)						
3489	Ordnance & accessories n.e.c.	1	1	54.8	6.6821	100
3523	Farm machinery & equipment	4	4	1,204.0	10.9044	100
St. Clair	**240 All mfg.**	**94**	**29**	**1,547.2**	**.0895**	**81**
2011	Meat-packing plants	5	2	372.6	.9604	88
2865	Cyclic crudes & intermediates	1	1	300.6	4.4326	100
Saline	**All mfg.**	**11**	**3**	**44.4**	**.0026**	**44**
Sangamon	**263 All mfg.**	**61**	**13**	**782.7**	**.0453**	**81**
3531	Construction machinery	1	1	316.8	1.9498	100
Schuyler	**All mfg.**	**2**		**20.4**	**.0012**	**0**
Scott	**All mfg.**	**2**		**3.9**	**.0002**	**0**
Shelby	**All mfg.**	**8**	**1**	**43.3**	**.0025**	**56**
Stark	**All mfg.**	**6**		**26.9**	**.0016**	**0**
Stephenson	**All mfg.**	**32**	**11**	**431.3**	**.0250**	**83**
3011	Tires & inner tubes	1	1	122.9	1.2019	100
3643	Current-carrying wiring devices	1	1	80.0	3.9809	100
Tazewell	**209 All mfg.**	**45**	**12**	**2,456.5**	**.1422**	**97**
3531	Construction machinery	1	1	1,923.5	11.8385	100
3537	Industrial trucks & tractors	1	1	121.8	4.8775	100
Union	**All mfg.**	**9**	**5**	**70.4**	**.0041**	**88**
Vermilion	**67 All mfg.**	**74**	**30**	**1,319.7**	**.0764**	**90**
3079	Miscellaneous plastics products	3	2	72.2	.2817	98
3537	Industrial trucks & tractors	1	1	97.5	3.9044	100
3612	Transformers	2	2	46.9	1.5734	100
3711	Motor vehicles & passenger-car bodies	1	1	442.0	.6575	100
Wabash	**All mfg.**	**12**	**6**	**116.8**	**.0068**	**79**
Warren	**All mfg.**	**11**	**4**	**133.2**	**.0077**	**79**
Washington	**All mfg.**	**3**	**1**	**28.0**	**.0016**	**26**
Wayne	**All mfg.**	**7**	**2**	**87.6**	**.0051**	**87**
White	**All mfg.**	**5**	**1**	**19.2**	**.0011**	**47**
Whiteside	**All mfg.**	**41**	**16**	**881.7**	**.0510**	**89**
3312	Blast furnaces & steel mills	2	1	514.6	1.0177	99
3429	Hardware n.e.c.	4	3	71.4	1.1341	95
3822	Environmental controls	1	1	93.0	5.1088	100
Will	**56 All mfg.**	**160**	**60**	**4,295.6**	**.2486**	**93**
2911	Petroleum refining	3	2	2,014.4	1.2879	98
3531	Construction machinery	1	1	656.2	4.0387	100
3931	Musical instruments & parts	1	1	40.1	3.6986	100
Williamson	**All mfg.**	**27**	**11**	**377.9**	**.0219**	**87**
3633	Household laundry equipment	1	1	126.8	5.5898	100
Winnebago	**235 All mfg.**	**325**	**94**	**2,886.2**	**.1670**	**80**
2067	Chewing gum	1	1	76.7	10.6557	100
3411	Metal cans	4	2	221.1	2.5975	96
3429	Hardware n.e.c.	3	2	259.7	4.1250	99
3452	Bolts, nuts, rivets, & washers	13	6	234.3	5.9617	92
3541	Metal-cutting machine tools	15	9	152.6	6.4631	94
3552	Textile machinery	1	1	128.0	7.8784	100
3561	Pumps & pumping equipment	7	4	51.4	1.5264	91
3568	Power-transmission equipment n.e.c.	4	4	32.1	2.3970	100
3599	Machinery, except electrical, n.e.c.	26	1	72.9	.6629	14
3714	Motor-vehicle parts & accessories	4	4	210.4	.6673	100
3728	Aircraft equipment n.e.c.	3	1	68.6	.9340	91
Woodford	**209 All mfg.**	**16**	**3**	**80.7**	**.0047**	**35**
State Total	**All mfg.**	**10,011**	**2,974**	**121,437.3**	**7.0283**	**82**
INDIANA						
Adams	**95 All mfg.**	**36**	**14**	**362.4**	**.0210**	**79**
3676	Electronic resistors	1	1	93.3	11.7299	100
Allen	**95 All mfg.**	**193**	**65**	**3,773.8**	**.2184**	**86**
2051	Bread, cake, & related products	5	3	78.7	.7015	94

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3011	Tires & inner tubes	1	1	176.4	1.7250	100
3079	Miscellaneous plastics products	13	5	87.3	.3406	67
3357	Nonferrous-wire drawing & insulating	4	3	266.2	2.8520	98
3599	Machinery, except electrical, n.e.c.	6	1	184.3	1.6759	92
3612	Transformers	1	1	62.4	2.0934	100
3621	Motors & generators	4	3	362.3	6.1059	100
3662	Radio & TV communication equipment	2	2	381.2	1.6214	100
3713	Truck & bus bodies	2	1	274.8	9.1487	99
3714	Motor-vehicle parts & accessories	3	1	191.5	.6073	97
Bartholomew	**All mfg.**	**35**	**14**	**1,479.3**	**.0856**	**96**
2514	Metal household furniture	1	1	68.6	4.7888	100
3321	Gray-iron foundries	2	1	107.9	1.3235	97
3519	Internal-combustion engines n.e.c.	2	2	791.4	8.5142	100
3566	Speed changers, drives, & gears	1	1	41.9	4.1151	100
3714	Motor-vehicle parts & accessories	1	1	246.2	.7808	100
Benton	**All mfg.**	**8**	**1**	**31.4**	**.0018**	**25**
Blackford	**All mfg.**	**19**	**9**	**168.8**	**.0098**	**87**
Boone	**117 All mfg.**	**15**	**6**	**142.7**	**.0083**	**72**
Brown	**All mfg.**	**2**		**2.6**	**.0002**	**0**
Carroll	**All mfg.**	**14**	**5**	**111.7**	**.0065**	**55**
Cass	**All mfg.**	**27**	**16**	**572.3**	**.0331**	**74**
3622	Industrial controls	2	2	59.8	1.8809	100
Clark	**158 All mfg.**	**40**	**18**	**626.5**	**.0363**	**88**
3483	Ammunition, except small-arms, n.e.c.	1	1	49.0	5.7749	100
3731	Ship building & repairing	1	1	70.5	.8620	100
Clay	**273 All mfg.**	**9**	**1**	**38.5**	**.0022**	**37**
Clinton	**All mfg.**	**27**	**10**	**339.4**	**.0196**	**43**
Crawford	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Daviess	**All mfg.**	**17**	**5**	**159.3**	**.0092**	**67**
Dearborn	**57 All mfg.**	**12**	**7**	**582.1**	**.0337**	**97**
2085	Distilled liquor, except brandy	2	2	490.4	16.6113	100
Decatur	**All mfg.**	**12**	**6**	**156.9**	**.0091**	**70**
De Kalb	**95 All mfg.**	**38**	**17**	**576.0**	**.0333**	**89**
3714	Motor-vehicle parts & accessories	3	2	84.3	.2674	97
Delaware	**181 All mfg.**	**82**	**21**	**994.5**	**.0576**	**84**
3612	Transformers	1	1	66.8	2.2410	100
3691	Storage batteries	1	1	116.3	4.7456	100
3714	Motor-vehicle parts & accessories	2	2	354.4	1.1240	100
Dubois	**All mfg.**	**59**	**27**	**451.8**	**.0261**	**80**
2434	Wood kitchen cabinets	4	3	85.6	4.5881	95
2511	Wood household furniture	9	4	52.5	1.1226	79
2521	Wood office furniture	10	7	72.6	10.1652	85
Elkhart	**79 All mfg.**	**330**	**119**	**2,631.6**	**.1523**	**75**
2434	Wood kitchen cabinets	6	3	80.4	4.3094	89
2451	Mobile homes	29	13	265.2	7.8638	79
2834	Pharmaceutical preparations	2	2	163.6	.9866	100
3069	Fabricated rubber products n.e.c.	8	5	66.2	1.4396	89
3442	Metal doors, sash, & trim	10	7	80.6	2.0826	87
3494	Valves & pipe fittings	2	1	86.6	1.2524	93
3676	Electronic resistors	1	1	53.3	6.7010	100
3732	Boat building & repairing	5	3	59.9	2.6794	90
3792	Travel trailers & campers	48	19	375.7	18.1331	75
3931	Musical instruments & parts	8	4	69.1	6.3734	88
Fayette	**All mfg.**	**16**	**11**	**860.0**	**.0498**	**99**
3585	Refrigeration & heating equipment	2	2	403.2	2.3292	100
3639	Household appliances n.e.c.	1	1	129.4	8.4686	100
3714	Motor-vehicle parts & accessories	3	3	244.3	.7748	100
Floyd	**158 All mfg.**	**39**	**17**	**368.4**	**.0213**	**79**
Fountain	**All mfg.**	**11**	**8**	**187.9**	**.0109**	**97**
3325	Steel foundries n.e.c.	1	1	49.5	1.9057	100
Franklin	**All mfg.**	**4**	**2**	**76.0**	**.0044**	**84**
Fulton	**All mfg.**	**27**	**11**	**192.2**	**.0111**	**71**
Gibson	**85 All mfg.**	**12**	**5**	**766.7**	**.0444**	**90**
2011	Meat-packing plants	1	1	433.8	1.1181	100
3613	Switchgear & switchboard apparatus	1	1	219.0	4.7014	100
Grant	**167 All mfg.**	**55**	**20**	**1,386.6**	**.0803**	**91**
3221	Glass containers	3	3	85.1	3.0354	100
3357	Nonferrous-wire drawing & insulating	2	2	193.0	2.0677	100
3465	Automotive stampings	1	1	412.3	3.3514	100
3672	Cathode-ray TV picture tubes	1	1	158.0	14.8413	100
3714	Motor-vehicle parts & accessories	2	2	205.1	.6505	100
Greene	**All mfg.**	**9**	**2**	**75.2**	**.0044**	**67**

1980 (S&MM Est.)

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Hamilton	**117 All mfg.**	**33**	**12**	**277.9**	**.0161**	**67**
Hancock	**117 All mfg.**	**12**	**4**	**143.8**	**.0083**	**81**
Harrison	**All mfg.**	**11**	**5**	**86.7**	**.0050**	**78**
Hendricks	**117 All mfg.**	**8**	**1**	**28.3**	**.0016**	**27**
Henry	**All mfg.**	**25**	**7**	**248.5**	**.0144**	**77**
Howard	**136 All mfg.**	**38**	**18**	**1,718.3**	**.0994**	**96**
3312	Blast furnaces & steel mills	1	1	202.9	.4013	100
3369	Nonferrous foundries n.e.c.	1	1	61.8	5.3913	100
3651	Radio & TV receiving sets	1	1	858.4	12.7010	100
3714	Motor-vehicle parts & accessories	2	2	368.6	1.1690	100
Huntington	**All mfg.**	**47**	**18**	**470.9**	**.0273**	**75**
3677	Electronic coils & transformers	2	2	40.0	5.7249	100
3679	Electronic components n.e.c.	1	1	59.9	.7897	100
Jackson	**All mfg.**	**42**	**19**	**458.0**	**.0265**	**83**
3079	Miscellaneous plastics products	4	3	86.3	.3367	98
Jasper	**All mfg.**	**12**	**6**	**130.3**	**.0075**	**79**
Jay	**All mfg.**	**15**	**9**	**241.3**	**.0140**	**87**
3221	Glass containers	1	1	51.0	1.8191	100
Jefferson	**All mfg.**	**20**	**10**	**282.9**	**.0164**	**88**
3621	Motors & generators	1	1	88.4	1.4898	100
Jennings	**All mfg.**	**14**	**4**	**108.1**	**.0063**	**69**
Johnson	**117 All mfg.**	**18**	**9**	**251.4**	**.0145**	**86**
3714	Motor-vehicle parts & accessories	2	2	100.7	.3194	100
Knox	**All mfg.**	**17**	**8**	**232.9**	**.0135**	**76**
Kosciusko	**All mfg.**	**65**	**27**	**712.2**	**.0412**	**81**
3841	Surgical & medical instruments	1	1	92.0	3.5707	100
La Grange	**All mfg.**	**24**	**7**	**301.8**	**.0175**	**76**
3792	Travel trailers & campers	4	3	131.9	6.3661	97
Lake	**100 All mfg.**	**188**	**81**	**7,660.0**	**.4433**	**91**
2869	Industrial organic chemicals n.e.c.	2	1	380.0	1.2600	95
2911	Petroleum refining	4	2	2,681.6	1.7145	92
3241	Hydraulic cement	1	1	140.4	3.2013	100
3312	Blast furnaces & steel mills	4	2	1,416.9	2.8022	99
3316	Cold-rolled steel sheet, strip, & bars	6	5	224.2	6.8655	97
3325	Steel foundries n.e.c.	3	3	70.3	2.7064	100
3341	Secondary nonferrous metals	4	2	426.5	8.5998	93
3441	Fabricated structural metal	12	3	232.0	3.7645	91
3443	Fabricated plate work (boiler shops)	3	3	174.0	1.9678	100
3465	Automotive stampings	1	1	206.1	1.6753	100
3714	Motor-vehicle parts & accessories	1	1	74.6	.2366	100
3743	Railroad equipment	5	5	176.8	3.0238	100
La Porte	**172 All mfg.**	**94**	**45**	**1,264.7**	**.0732**	**87**
3079	Miscellaneous plastics products	10	6	83.3	.3250	81
3523	Farm machinery & equipment	1	1	199.3	1.8050	100
3563	Air & gas compressors	2	2	68.8	3.7077	100
Lawrence	**All mfg.**	**28**	**12**	**500.9**	**.0290**	**91**
3361	Aluminum foundries	1	1	97.6	2.8563	100
3714	Motor-vehicle parts & accessories	3	3	255.6	.8106	100
Madison	**12 All mfg.**	**54**	**24**	**2,212.9**	**.1281**	**96**
3647	Vehicular lighting equipment	1	1	501.3	42.6094	100
3691	Storage batteries	1	1	349.0	14.2408	100
3694	Engine electrical equipment	1	1	742.7	16.5918	100
Marion	**117 All mfg.**	**570**	**186**	**9,767.3**	**.5653**	**88**
2051	Bread, cake, & related products	8	6	100.1	.8923	96
2086	Bottled & canned soft drinks	5	4	108.2	.8351	96
2653	Corrugated & solid fiber boxes	9	3	182.2	2.1640	89
2711	Newspapers	4	1	81.6	.5073	94
2752	Lithographic commercial printing	15	3	118.2	1.0040	54
2834	Pharmaceutical preparations	3	3	780.5	4.7068	100
3432	Plumbing fittings & brass goods	1	1	88.0	6.3708	100
3443	Fabricated plate work (boiler shops)	6	2	66.9	.7566	81
3489	Ordnance & accessories n.e.c.	1	1	109.6	13.3642	100
3499	Fabricated metal products n.e.c.	13	4	64.0	1.5241	67
3519	Internal-combustion engines n.e.c.	2	2	638.2	6.8660	100
3544	Special dies, tools, jigs, & fixtures	19	2	31.5	1.0205	23
3562	Ball & roller bearings	2	2	52.1	2.3265	100
3564	Blowers & exhaust & ventilation fans	5	5	75.4	5.9856	100
3568	Power-transmission equipment n.e.c.	3	3	171.7	12.8211	100
3585	Refrigeration & heating equipment	6	3	303.2	1.7516	95
3651	Radio & TV receiving sets	4	3	328.4	4.8591	98
3652	Phonograph records & pre-recorded tape	2	1	82.5	5.7117	93
3661	Telephone & telegraph apparatus	1	1	565.7	4.4497	100

1980 (S&MM Est.)

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3662	Radio & TV communication equipment	4	3	382.1	1.6253	99
3694	Engine electrical equipment	2	1	180.1	4.0234	99
3713	Truck & bus bodies	2	1	201.6	6.7117	99
3714	Motor-vehicle parts & accessories	11	8	340.0	1.0783	96
3724	Aircraft engines & engine parts	2	1	408.2	3.7700	99
Marshall	**261 All mfg.**	**60**	**14**	**420.3**	**.0243**	**63**
Martin	**All mfg.**	**6**	**5**	**119.2**	**.0069**	**94**
Miami	**All mfg.**	**31**	**17**	**285.6**	**.0165**	**78**
Monroe	**37 All mfg.**	**25**	**10**	**887.8**	**.0514**	**93**
3632	Household refrigerators & freezers	1	1	217.8	7.3671	100
3651	Radio & TV receiving sets	1	1	429.2	6.3505	100
3662	Radio & TV communication equipment	1	1	86.7	.3688	100
Montgomery	**All mfg.**	**28**	**13**	**384.3**	**.0222**	**83**
2732	Book printing	1	1	190.9	9.1283	100
Morgan	**117 All mfg.**	**13**	**4**	**76.4**	**.0044**	**71**
Newton	**All mfg.**	**9**	**6**	**70.1**	**.0041**	**74**
Noble	**All mfg.**	**45**	**17**	**400.7**	**.0232**	**74**
3079	Miscellaneous plastics products	5	2	67.2	.2622	82
Orange	**All mfg.**	**12**	**6**	**102.0**	**.0059**	**83**
Owen	**All mfg.**	**5**	**1**	**18.0**	**.0010**	**42**
Parke	**All mfg.**	**5**	**1**	**24.6**	**.0014**	**25**
Perry	**All mfg.**	**11**	**7**	**160.2**	**.0093**	**57**
Pike	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Porter	**100 All mfg.**	**35**	**17**	**2,421.2**	**.1401**	**97**
3312	Blast furnaces & steel mills	2	2	2,065.2	4.0844	100
Posey	**85 All mfg.**	**9**	**4**	**535.8**	**.0310**	**93**
3443	Fabricated plate work (boiler shops)	1	1	79.6	.9002	100
Pulaski	**All mfg.**	**8**	**2**	**61.4**	**.0036**	**47**
Putnam	**All mfg.**	**8**	**6**	**178.3**	**.0103**	**98**
Randolph	**All mfg.**	**25**	**8**	**219.0**	**.0127**	**79**
3221	Glass containers	1	1	46.8	1.6693	100
3369	Nonferrous foundries n.e.c.	1	1	30.8	2.6869	100
Ripley	**All mfg.**	**15**	**8**	**126.8**	**.0073**	**79**
3995	Burial caskets	1	1	44.0	7.9236	100
Rush	**All mfg.**	**11**	**3**	**95.7**	**.0055**	**51**
St. Joseph	**261 All mfg.**	**189**	**55**	**2,160.3**	**.1250**	**77**
3069	Fabricated rubber products n.e.c.	3	1	192.7	4.1904	99
3079	Miscellaneous plastics products	16	6	98.7	.3851	65
3562	Ball & roller bearings	2	2	40.5	1.8085	100
3644	Non-current-carrying wiring devices	2	1	78.2	4.4523	96
3711	Motor vehicles & passenger-car bodies	1	1	200.9	.2988	100
3714	Motor-vehicle parts & accessories	5	3	329.6	1.0453	97
3728	Aircraft equipment n.e.c.	2	2	127.1	1.7305	100
Scott	**All mfg.**	**11**	**4**	**346.2**	**.0200**	**94**
2032	Canned food specialties	1	1	246.7	6.9485	100
Shelby	**117 All mfg.**	**34**	**10**	**437.0**	**.0253**	**56**
3567	Industrial-process furnaces & ovens	1	1	27.7	4.2992	100
Spencer	**All mfg.**	**10**	**5**	**157.4**	**.0091**	**84**
Starke	**All mfg.**	**10**	**3**	**53.3**	**.0031**	**69**
Steuben	**All mfg.**	**27**	**6**	**183.2**	**.0106**	**53**
Sullivan	**273 All mfg.**	**6**	**2**	**31.2**	**.0018**	**57**
Switzerland	**All mfg.**	**3**	**2**	**21.3**	**.0012**	**86**
Tippecanoe	**138 All mfg.**	**49**	**23**	**1,180.3**	**.0683**	**82**
3354	Aluminum extruded products	1	1	200.2	6.9092	100
3566	Speed changers, drives, & gears	1	1	45.6	4.4785	100
3714	Motor-vehicle parts & accessories	1	1	186.5	.5915	100
Tipton	**136 All mfg.**	**8**	**3**	**75.5**	**.0044**	**73**
Union	**All mfg.**	**3**	**2**	**75.8**	**.0044**	**95**
Vanderburgh	**85 All mfg.**	**125**	**53**	**2,672.3**	**.1547**	**90**
2834	Pharmaceutical preparations	1	1	471.9	2.8458	100
3079	Miscellaneous plastics products	10	5	129.9	.5068	87
3632	Household refrigerators & freezers	1	1	653.5	22.1046	100
Vermillion	**273 All mfg.**	**8**	**5**	**111.9**	**.0065**	**92**
Vigo	**273 All mfg.**	**59**	**31**	**1,474.7**	**.0853**	**92**
3531	Construction machinery	1	1	198.0	1.2186	100
3652	Phonograph records & pre-recorded tape	1	1	268.6	18.5960	100
Wabash	**All mfg.**	**35**	**19**	**562.7**	**.0326**	**79**
3069	Fabricated rubber products n.e.c.	1	1	64.6	1.4048	100
Warrick	**85 All mfg.**	**11**	**2**	**495.6**	**.0287**	**93**
3334	Primary aluminum	1	1	454.1	6.9139	100
Washington	**All mfg.**	**15**	**8**	**149.2**	**.0086**	**80**

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
INDIANA (cont.)						
Wayne	**All mfg.**	**69**	**29**	**1,276.4**	**.0739**	**92**
3357	Nonferrous-wire drawing & insulating	1	1	281.6	3.0170	100
3592	Carburetors, pistons, rings, & valves	2	2	337.4	13.9105	100
Wells 95	**All mfg.**	**18**	**6**	**178.7**	**.0103**	**71**
3621	Motors & generators	1	1	69.7	1.1747	100
White	**All mfg.**	**13**	**5**	**91.6**	**.0053**	**76**
Whitley	**All mfg.**	**25**	**9**	**224.2**	**.0130**	**82**
State Total	**All mfg.**	**3,574**	**1,380**	**62,764.5**	**3.6325**	**86**
IOWA						
Adair	**All mfg.**	**2**	**1**	**10.0**	**.0006**	**66**
Adams	**All mfg.**	**2**		**5.0**	**.0003**	**0**
Allamakee	**All mfg.**	**7**	**4**	**77.2**	**.0045**	**53**
Appanoose	**All mfg.**	**9**	**3**	**89.5**	**.0052**	**72**
Audubon	**All mfg.**	**4**		**16.4**	**.0009**	**0**
Benton	**All mfg.**	**11**		**51.0**	**.0030**	**0**
Black Hawk 288	**All mfg.**	**86**	**26**	**1,996.2**	**.1155**	**88**
2011	Meat-packing plants	1	1	371.9	.9586	100
3489	Ordnance & accessories n.e.c.	1	1	36.6	4.4629	100
3519	Internal-combustion engines n.e.c.	1	1	260.3	2.8004	100
3523	Farm machinery & equipment	7	5	868.7	7.8677	99
Boone	**All mfg.**	**15**	**3**	**67.8**	**.0039**	**49**
Bremer	**All mfg.**	**16**	**2**	**117.2**	**.0068**	**76**
Buchanan	**All mfg.**	**10**		**39.6**	**.0023**	**0**
Buena Vista	**All mfg.**	**8**	**3**	**120.1**	**.0070**	**92**
Butler	**All mfg.**	**2**	**1**	**19.3**	**.0011**	**67**
Calhoun	**All mfg.**	**7**		**26.7**	**.0015**	**0**
Carroll	**All mfg.**	**15**	**2**	**155.6**	**.0090**	**38**
Cass	**All mfg.**	**16**	**2**	**88.9**	**.0051**	**46**
Cedar	**All mfg.**	**8**		**36.1**	**.0021**	**0**
Cerro Gordo	**All mfg.**	**42**	**9**	**367.7**	**.0213**	**65**
Cherokee	**All mfg.**	**10**	**2**	**184.6**	**.0107**	**82**
Chickasaw	**All mfg.**	**8**	**2**	**105.8**	**.0061**	**59**
Clarke	**All mfg.**	**8**	**2**	**49.0**	**.0028**	**65**
Clay	**All mfg.**	**16**	**3**	**147.5**	**.0085**	**57**
Clayton	**All mfg.**	**14**	**1**	**58.7**	**.0034**	**19**
Clinton	**All mfg.**	**42**	**21**	**876.9**	**.0508**	**89**
2046	Wet corn milling	1	1	298.4	12.2320	100
3079	Miscellaneous plastics products	3	3	110.3	.4303	100
Crawford	**All mfg.**	**10**	**4**	**278.9**	**.0161**	**89**
2011	Meat-packing plants	5	4	266.4	.6866	93
Dallas	**All mfg.**	**13**	**1**	**210.4**	**.0122**	**83**
Davis	**All mfg.**	**4**		**11.2**	**.0006**	**0**
Decatur	**All mfg.**	**5**	**1**	**15.0**	**.0009**	**27**
Delaware	**All mfg.**	**12**	**2**	**90.1**	**.0052**	**24**
Des Moines	**All mfg.**	**48**	**18**	**492.0**	**.0285**	**77**
3537	Industrial trucks & tractors	1	1	53.5	2.1424	100
Dickinson	**All mfg.**	**9**	**2**	**77.7**	**.0045**	**69**
Dubuque 76	**All mfg.**	**64**	**18**	**1,748.9**	**.1012**	**92**
2011	Meat-packing plants	2	1	514.3	1.3256	96
3531	Construction machinery	1	1	905.1	5.5706	100
Emmet	**All mfg.**	**8**	**2**	**54.0**	**.0031**	**80**
Fayette	**All mfg.**	**15**	**1**	**70.6**	**.0041**	**12**
Floyd	**All mfg.**	**8**	**2**	**221.1**	**.0128**	**89**
3523	Farm machinery & equipment	1	1	166.2	1.5052	100
Franklin	**All mfg.**	**9**	**2**	**45.6**	**.0026**	**49**
Fremont	**All mfg.**	**2**		**7.5**	**.0004**	**0**
Greene	**All mfg.**	**7**	**2**	**26.7**	**.0015**	**50**
Grundy	**All mfg.**	**8**	**1**	**34.0**	**.0020**	**19**
Guthrie	**All mfg.**	**1**		**3.0**	**.0002**	**0**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
Hamilton	**All mfg.**	**17**	**2**	**181.4**	**.0105**	**54**
Hancock	**All mfg.**	**9**	**2**	**79.3**	**.0046**	**64**
Hardin	**All mfg.**	**24**	**2**	**235.3**	**.0136**	**38**
Harrison	**All mfg.**	**2**		**4.8**	**.0003**	**0**
Henry	**All mfg.**	**12**	**5**	**110.9**	**.0064**	**84**
Howard	**All mfg.**	**4**	**1**	**27.0**	**.0016**	**49**
Humboldt	**All mfg.**	**11**		**41.7**	**.0024**	**0**
Ida	**All mfg.**	**6**		**18.8**	**.0011**	**0**
Iowa	**All mfg.**	**17**	**4**	**276.4**	**.0160**	**83**
3631	Household cooking equipment	1	1	67.7	3.4104	100
3632	Household refrigerators & freezers	1	1	154.6	5.2293	100
Jackson	**All mfg.**	**13**	**1**	**107.6**	**.0062**	**45**
Jasper	**All mfg.**	**18**	**4**	**585.7**	**.0339**	**91**
3633	Household laundry equipment	1	1	459.6	20.2610	100
Jefferson	**All mfg.**	**14**	**9**	**101.1**	**.0059**	**84**
Johnson 118	**All mfg.**	**24**	**8**	**310.1**	**.0179**	**81**
Jones	**All mfg.**	**11**	**2**	**46.9**	**.0027**	**46**
Keokuk	**All mfg.**	**1**		**5.6**	**.0003**	**0**
Kossuth	**All mfg.**	**11**	**3**	**114.6**	**.0066**	**46**
Lee	**All mfg.**	**38**	**19**	**653.0**	**.0378**	**89**
3069	Fabricated rubber products n.e.c.	1	1	57.0	1.2395	100
3951	Pens & mechanical pencils	1	1	51.8	7.1262	100
Linn 49	**All mfg.**	**105**	**34**	**2,506.3**	**.1451**	**80**
2011	Meat-packing plants	1	1	619.8	1.5975	100
2043	Cereal breakfast foods	2	2	240.3	7.8134	100
3531	Construction machinery	3	3	382.7	2.3554	100
3613	Switchgear & switchboard apparatus	1	1	58.5	1.2558	100
3662	Radio & TV communication equipment	2	1	263.0	1.1187	99
Louisa	**All mfg.**	**3**	**1**	**75.6**	**.0044**	**82**
Lucas	**All mfg.**	**3**	**1**	**9.9**	**.0006**	**64**
Lyon	**All mfg.**	**3**	**1**	**13.6**	**.0008**	**31**
Mahaska	**All mfg.**	**15**	**2**	**74.9**	**.0043**	**32**
Marion	**All mfg.**	**12**	**4**	**206.2**	**.0119**	**86**
2431	Millwork	1	1	51.8	1.1966	100
Marshall	**All mfg.**	**34**	**9**	**375.2**	**.0217**	**75**
Mills	**All mfg.**	**2**	**2**	**105.0**	**.0061**	**100**
Mitchell	**All mfg.**	**5**		**17.5**	**.0010**	**0**
Monona	**All mfg.**	**1**		**2.9**	**.0002**	**0**
Monroe	**All mfg.**	**7**	**2**	**45.0**	**.0026**	**80**
Montgomery	**All mfg.**	**12**	**5**	**94.7**	**.0055**	**73**
Muscatine	**All mfg.**	**46**	**12**	**672.6**	**.0389**	**82**
2522	Metal office furniture	1	1	57.2	3.5381	100
O'Brien	**All mfg.**	**6**		**152.4**	**.0088**	**0**
Osceola	**All mfg.**	**4**	**1**	**26.9**	**.0016**	**54**
Page	**All mfg.**	**16**	**5**	**134.6**	**.0078**	**69**
Palo Alto	**All mfg.**	**7**	**1**	**24.6**	**.0014**	**34**
Plymouth	**All mfg.**	**11**	**1**	**72.3**	**.0042**	**15**
Pocahontas	**All mfg.**	**6**	**2**	**32.7**	**.0019**	**59**
Polk 74	**All mfg.**	**186**	**42**	**2,081.7**	**.1205**	**65**
2721	Periodicals	1	1	94.3	1.2522	100
3011	Tires & inner tubes	2	2	352.9	3.4511	100
3523	Farm machinery & equipment	4	3	236.7	2.1437	97
3524	Lawn & garden equipment	2	2	95.7	5.6291	100
Pottawattamie 200	**All mfg.**	**28**	**7**	**210.8**	**.0122**	**64**
Poweshiek	**All mfg.**	**17**	**3**	**67.3**	**.0039**	**39**
Ringgold	**All mfg.**	**2**		**3.0**	**.0002**	**0**
Sac	**All mfg.**	**8**	**1**	**37.9**	**.0022**	**39**
Scott 69	**All mfg.**	**103**	**31**	**2,370.8**	**.1372**	**87**
2011	Meat-packing plants	1	1	257.6	.6640	100
3353	Aluminum sheet, plate, & foil	2	2	656.9	7.7956	100
3531	Construction machinery	4	3	649.0	3.9944	99
Shelby	**All mfg.**	**7**		**36.5**	**.0021**	**0**
Sioux	**All mfg.**	**30**	**3**	**192.7**	**.0112**	**32**
Story	**All mfg.**	**22**	**4**	**194.3**	**.0112**	**57**
Tama	**All mfg.**	**5**	**2**	**75.1**	**.0043**	**80**
Taylor	**All mfg.**	**3**	**1**	**11.3**	**.0007**	**36**
Union	**All mfg.**	**8**	**2**	**61.9**	**.0036**	**63**
Van Buren	**All mfg.**	**6**	**1**	**30.9**	**.0018**	**60**
Wapello	**All mfg.**	**20**	**6**	**262.1**	**.0152**	**80**
3523	Farm machinery & equipment	2	2	141.2	1.2788	100
Warren 74	**All mfg.**	**8**	**1**	**36.3**	**.0021**	**33**
Washington	**All mfg.**	**13**	**4**	**161.7**	**.0094**	**45**

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Wayne	**All mfg.**	**6**	**1**	**22.3**	**.0013**	**21**
Webster	**All mfg.**	**35**	**13**	**645.3**	**.0373**	**76**
2011	Meat-packing plants	2	2	297.4	.7665	100
Winnebago	**All mfg.**	**15**	**4**	**197.1**	**.0114**	**85**
2451	Mobile homes	2	1	69.4	2.0579	93
Winneshiek	**All mfg.**	**10**	**1**	**39.6**	**.0023**	**8**
Woodbury 259	**All mfg.**	**76**	**23**	**1,105.3**	**.0640**	**68**
2011	Meat-packing plants	6	4	322.1	.8302	89
Worth	**All mfg.**	**2**		**4.9**	**.0003**	**0**
Wright	**All mfg.**	**14**	**1**	**316.3**	**.0183**	**47**
State Total	**All mfg.**	**1,735**	**439**	**23,801.7**	**1.3775**	**74**
KANSAS						
Allen	**All mfg.**	**18**	**5**	**128.1**	**.0074**	**62**
Anderson	**All mfg.**	**6**		**19.3**	**.0011**	**0**
Atchison	**All mfg.**	**17**	**2**	**191.2**	**.0111**	**51**
3743	Railroad equipment	1	1	86.4	1.4777	100
Barber	**All mfg.**	**2**	**1**	**22.1**	**.0013**	**72**
Barton	**All mfg.**	**28**	**5**	**216.6**	**.0125**	**65**
Bourbon	**All mfg.**	**15**	**4**	**62.8**	**.0036**	**47**
Brown	**All mfg.**	**6**	**2**	**23.1**	**.0013**	**68**
Butler 292	**All mfg.**	**24**	**9**	**2,097.5**	**.1214**	**97**
2911	Petroleum refining	3	3	1,948.2	1.2456	100
Chase	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Cherokee	**All mfg.**	**17**	**5**	**126.6**	**.0073**	**65**
Clay	**All mfg.**	**7**	**2**	**72.8**	**.0042**	**69**
Cloud	**All mfg.**	**6**		**23.2**	**.0013**	**0**
Coffey	**All mfg.**	**3**	**1**	**18.3**	**.0011**	**86**
Comanche	**All mfg.**	**3**		**12.8**	**.0007**	**0**
Cowley	**All mfg.**	**27**	**11**	**917.2**	**.0531**	**92**
Crawford	**All mfg.**	**28**	**7**	**281.7**	**.0163**	**50**
Decatur	**All mfg.**	**2**		**6.1**	**.0004**	**0**
Dickinson	**All mfg.**	**12**	**1**	**64.4**	**.0037**	**18**
Doniphan	**All mfg.**	**5**	**1**	**41.2**	**.0024**	**31**
Douglas 147	**All mfg.**	**38**	**11**	**357.4**	**.0207**	**79**
Edwards	**All mfg.**	**5**	**1**	**44.6**	**.0026**	**65**
Ellis	**All mfg.**	**10**	**1**	**75.5**	**.0044**	**38**
Ellsworth	**All mfg.**	**5**	**1**	**15.9**	**.0009**	**74**
Finney	**All mfg.**	**19**	**3**	**154.6**	**.0089**	**64**
Ford	**All mfg.**	**26**	**3**	**152.7**	**.0088**	**26**
Franklin	**All mfg.**	**16**	**2**	**73.5**	**.0043**	**43**
Geary	**All mfg.**	**10**	**3**	**78.1**	**.0045**	**77**
Gove	**All mfg.**	**1**		**6.2**	**.0004**	**0**
Grant	**All mfg.**	**5**	**1**	**34.5**	**.0020**	**29**
Greeley	**All mfg.**	**1**		**5.6**	**.0003**	**0**
Greenwood	**All mfg.**	**3**		**9.8**	**.0006**	**0**
Harper	**All mfg.**	**6**		**19.5**	**.0011**	**0**
Harvey	**All mfg.**	**31**	**6**	**221.9**	**.0128**	**59**
3523	Farm machinery & equipment	3	1	96.2	.8713	95
Haskell	**All mfg.**	**1**		**13.8**	**.0008**	**0**
Jackson	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Jefferson 276	**All mfg.**	**3**		**10.1**	**.0006**	**0**
Jewell	**All mfg.**	**1**	**1**	**43.4**	**.0025**	**100**
Johnson 132	**All mfg.**	**162**	**35**	**1,538.5**	**.0890**	**76**
3581	Automatic merchandising machines	1	1	83.8	12.3708	100
3662	Radio & TV communication equipment	3	2	101.9	.4334	94
3679	Electronic components n.e.c.	9	4	38.7	.5102	86
Kearny	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Kingman	**All mfg.**	**5**		**17.0**	**.0010**	**0**
Kiowa	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Labette	**All mfg.**	**35**	**9**	**127.9**	**.0074**	**50**
Lane	**All mfg.**	**1**	**1**	**43.1**	**.0025**	**100**
Leavenworth	**All mfg.**	**19**	**4**	**122.0**	**.0071**	**62**
Lincoln	**All mfg.**	**3**		**5.7**	**.0003**	**0**
Linn	**All mfg.**	**5**		**8.6**	**.0005**	**0**
Logan	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Lyon	**All mfg.**	**24**	**7**	**817.3**	**.0473**	**80**
2011	Meat-packing plants	2	2	530.6	1.3676	100
McPherson	**All mfg.**	**34**	**7**	**869.2**	**.0503**	**90**
Marion	**All mfg.**	**13**	**2**	**67.9**	**.0039**	**64**
Marshall	**All mfg.**	**7**	**2**	**31.2**	**.0018**	**79**
Meade	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Miami	**All mfg.**	**12**	**3**	**58.4**	**.0034**	**79**
Mitchell	**All mfg.**	**6**	**2**	**62.1**	**.0036**	**83**
Montgomery	**All mfg.**	**57**	**16**	**509.2**	**.0294**	**50**
3568	Power-transmission equipment n.e.c.	1	1	31.8	2.3746	100
Morris	**All mfg.**	**4**		**12.6**	**.0007**	**0**
Morton	**All mfg.**	**3**		**5.9**	**.0003**	**0**
Nemaha	**All mfg.**	**5**	**2**	**40.6**	**.0023**	**53**
Neosho	**All mfg.**	**31**	**8**	**244.3**	**.0141**	**48**
Ness	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Norton	**All mfg.**	**3**		**6.2**	**.0004**	**0**
Osage 276	**All mfg.**	**2**	**1**	**21.3**	**.0012**	**73**
Osborne	**All mfg.**	**8**		**39.3**	**.0023**	**0**
Ottawa	**All mfg.**	**2**	**1**	**17.9**	**.0010**	**56**
Pawnee	**All mfg.**	**5**		**17.7**	**.0010**	**0**
Phillips	**All mfg.**	**3**	**1**	**132.3**	**.0077**	**26**
Pottawatomie	**All mfg.**	**7**	**2**	**64.6**	**.0037**	**54**
Pratt	**All mfg.**	**7**		**25.4**	**.0015**	**0**
Rawlins	**All mfg.**	**2**		**7.1**	**.0004**	**0**
Reno	**All mfg.**	**75**	**21**	**598.5**	**.0346**	**73**
3561	Pumps & pumping equipment	1	1	49.3	1.4640	100
Republic	**All mfg.**	**6**		**14.3**	**.0008**	**0**
Rice	**All mfg.**	**6**	**1**	**56.3**	**.0033**	**23**
Riley	**All mfg.**	**11**	**2**	**82.1**	**.0048**	**69**
Rooks	**All mfg.**	**2**	**1**	**9.5**	**.0005**	**69**
Rush	**All mfg.**	**4**		**9.6**	**.0006**	**0**
Russell	**All mfg.**	**9**	**1**	**25.8**	**.0015**	**44**
Saline	**All mfg.**	**48**	**11**	**427.0**	**.0247**	**74**
Scott	**All mfg.**	**4**		**40.0**	**.0023**	**0**
Sedgwick 292	**All mfg.**	**328**	**64**	**5,020.8**	**.2906**	**85**
2011	Meat-packing plants	6	3	260.8	.6722	87
3079	Miscellaneous plastics products	19	5	89.2	.3480	71
3531	Construction machinery	3	2	129.6	.7976	98
3721	Aircraft	6	5	1,981.6	8.6792	100
3728	Aircraft equipment n.e.c.	25	4	94.7	1.2894	48
3949	Sporting & athletic goods n.e.c.	3	1	100.4	3.6652	98
Seward	**All mfg.**	**9**	**3**	**205.6**	**.0119**	**93**
Shawnee 276	**All mfg.**	**85**	**23**	**1,089.2**	**.0630**	**84**
3011	Tires & inner tubes	1	1	245.1	2.3969	100
3743	Railroad equipment	2	1	265.6	4.5425	98
Sheridan	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Sherman	**All mfg.**	**7**	**2**	**61.4**	**.0036**	**84**
Smith	**All mfg.**	**3**		**7.7**	**.0004**	**0**
Stafford	**All mfg.**	**4**		**7.6**	**.0004**	**0**
Sumner	**All mfg.**	**20**	**1**	**69.1**	**.0040**	**34**
Thomas	**All mfg.**	**5**		**5.9**	**.0003**	**0**
Trego	**All mfg.**	**2**		**3.6**	**.0002**	**0**
Wabaunsee	**All mfg.**	**2**		**11.4**	**.0007**	**0**
Washington	**All mfg.**	**3**		**22.2**	**.0013**	**0**
Wilson	**All mfg.**	**20**	**4**	**201.8**	**.0117**	**30**
Woodson	**All mfg.**	**3**		**2.8**	**.0002**	**0**
Wyandotte 132	**All mfg.**	**182**	**46**	**3,840.3**	**.2223**	**88**
2841	Soap & other detergents	2	2	292.8	3.6797	100
3296	Mineral wool	2	2	310.6	11.4482	100
3711	Motor vehicles & passenger-car bodies	1	1	904.1	1.3448	100
State Total	**All mfg.**	**1,718**	**372**	**22,384.8**	**1.2955**	**78**
KENTUCKY						
Adair	**All mfg.**	**9**	**2**	**35.1**	**.0020**	**44**
Allen	**All mfg.**	**9**	**4**	**71.2**	**.0041**	**74**
Anderson	**All mfg.**	**11**	**4**	**105.6**	**.0061**	**56**
Ballard	**All mfg.**	**6**	**1**	**211.4**	**.0122**	**93**
2621	Paper mills, except building paper	1	1	197.4	.3619	100
Barren	**All mfg.**	**26**	**10**	**330.6**	**.0191**	**78**
Bell	**All mfg.**	**14**	**2**	**72.5**	**.0042**	**38**
Boone 57	**All mfg.**	**38**	**21**	**369.3**	**.0214**	**80**
3499	Fabricated metal products n.e.c.	1	1	54.0	1.2860	100
Bourbon 150	**All mfg.**	**10**	**3**	**75.0**	**.0043**	**65**
Boyd 115	**All mfg.**	**31**	**11**	**2,662.7**	**.1541**	**97**

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
KENTUCKY (Boyd, cont.)						
2911	Petroleum refining	1	1	1,666.1	1.0652	100
3312	Blast furnaces & steel mills	2	2	725.3	1.4344	100
Boyle	**All mfg.**	**18**	**8**	**212.7**	**.0123**	**86**
Bracken	**All mfg.**	**2**	**2**	**22.5**	**.0013**	**100**
Breathitt	**All mfg.**	**3**	**1**	**10.8**	**.0006**	**64**
Breckinridge	**All mfg.**	**5**	**2**	**20.7**	**.0012**	**78**
Bullitt 158	**All mfg.**	**4**	**3**	**105.2**	**.0061**	**98**
Butler	**All mfg.**	**5**	**2**	**32.0**	**.0019**	**77**
Caldwell	**All mfg.**	**9**	**3**	**75.6**	**.0044**	**74**
Calloway	**All mfg.**	**8**	**2**	**94.9**	**.0055**	**68**
Campbell 57	**All mfg.**	**26**	**6**	**330.2**	**.0191**	**79**
Carlisle	**All mfg.**	**1**	**1**	**16.4**	**.0009**	**100**
Carroll	**All mfg.**	**10**	**5**	**219.4**	**.0127**	**90**
Carter	**All mfg.**	**8**	**3**	**40.7**	**.0024**	**43**
Casey	**All mfg.**	**9**	**1**	**55.1**	**.0032**	**64**
Christian 58	**All mfg.**	**34**	**11**	**297.9**	**.0172**	**63**
Clark 150	**All mfg.**	**17**	**6**	**239.9**	**.0139**	**84**
3714	Motor-vehicle parts & accessories	1	1	82.6	.2620	100
Clay	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Clinton	**All mfg.**	**4**	**3**	**40.9**	**.0024**	**76**
Crittenden	**All mfg.**	**5**	**3**	**61.9**	**.0036**	**91**
Cumberland	**All mfg.**	**5**	**2**	**25.4**	**.0015**	**81**
Daviess 202	**All mfg.**	**48**	**19**	**652.7**	**.0378**	**85**
3671	Receiving-type electron tubes	1	1	30.8	14.3322	100
Edmonson	**All mfg.**	**1**	**1**	**9.7**	**.0006**	**100**
Estill	**All mfg.**	**3**	**1**	**24.7**	**.0014**	**87**
Fayette 150	**All mfg.**	**88**	**28**	**1,646.0**	**.0953**	**90**
2141	Tobacco stemming & redrying	7	4	232.3	8.0128	88
3572	Typewriters	1	1	837.3	32.5772	100
3613	Switchgear & switchboard apparatus	1	1	101.3	2.1747	100
Fleming	**All mfg.**	**3**	**2**	**47.6**	**.0028**	**94**
Floyd	**All mfg.**	**6**	**2**	**58.6**	**.0034**	**30**
Franklin	**All mfg.**	**15**	**9**	**293.1**	**.0170**	**95**
2085	Distilled liquor, except brandy	2	2	181.8	6.1581	100
Fulton	**All mfg.**	**7**	**2**	**38.9**	**.0023**	**43**
Gallatin	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Garrard	**All mfg.**	**4**	**2**	**32.8**	**.0019**	**88**
Grant	**All mfg.**	**3**		**8.3**	**.0005**	**0**
Graves	**All mfg.**	**14**	**6**	**311.6**	**.0180**	**93**
2311	Men's & boys' suits & coats	1	1	40.9	1.1274	100
3011	Tires & inner tubes	1	1	161.8	1.5823	100
Grayson	**All mfg.**	**13**	**3**	**66.5**	**.0038**	**43**
Green	**All mfg.**	**9**	**3**	**124.0**	**.0072**	**13**
Greenup 115	**All mfg.**	**5**	**3**	**62.2**	**.0036**	**94**
Hancock	**All mfg.**	**7**	**7**	**536.9**	**.0311**	**100**
3353	Aluminum sheet, plate, & foil	2	2	294.3	3.4926	100
Hardin	**All mfg.**	**27**	**10**	**222.2**	**.0129**	**82**
Harlan	**All mfg.**	**7**	**1**	**23.5**	**.0014**	**23**
Harrison	**All mfg.**	**15**	**8**	**153.0**	**.0089**	**74**
Hart	**All mfg.**	**8**	**2**	**46.8**	**.0027**	**37**
Henderson 85	**All mfg.**	**34**	**11**	**351.3**	**.0203**	**77**
Henry	**All mfg.**	**6**	**1**	**27.4**	**.0016**	**34**
Hickman	**All mfg.**	**3**	**1**	**22.5**	**.0013**	**32**
Hopkins	**All mfg.**	**26**	**9**	**300.5**	**.0174**	**83**
Jackson	**All mfg.**	**5**		**7.2**	**.0004**	**0**
Jefferson 158	**All mfg.**	**418**	**140**	**11,861.7**	**.6865**	**92**
2011	Meat-packing plants	3	2	450.2	1.1604	97
2013	Sausages & other prepared meats	2	1	167.7	1.5551	95
2085	Distilled liquor, except brandy	5	4	401.5	13.6000	99
2111	Cigarettes	3	3	2,288.2	22.6871	100
2653	Corrugated & solid fiber boxes	9	6	88.7	1.0335	85
2711	Newspapers	5	1	75.4	.4688	93
2822	Synthetic rubber	3	3	292.0	12.1404	100
2851	Paints & allied products	17	7	189.1	2.2305	74
3353	Aluminum sheet, plate, & foil	4	3	381.9	4.5321	96
3494	Valves & pipe fittings	2	2	158.2	2.2879	100
3523	Farm machinery & equipment	1	1	415.4	3.7622	100
3524	Lawn & garden equipment	3	2	233.7	13.7463	99
3535	Conveyors & conveying equipment	8	3	73.8	2.9951	74
3564	Blowers & exhaust & ventilation fans	5	2	43.0	3.4135	87
3585	Refrigeration & heating equipment	3	2	426.8	2.4656	99
3631	Household cooking equipment	1	1	369.0	18.5885	100
3632	Household refrigerators & freezers	1	1	653.5	22.1046	100
3633	Household laundry equipment	1	1	338.1	14.9048	100
3639	Household appliances n.e.c.	2	2	252.7	16.5380	100
3679	Electronic components n.e.c.	3	1	91.6	1.2076	97
3711	Motor vehicles & passenger-car bodies	2	2	1,517.6	2.2574	100
Jessamine 150	**All mfg.**	**9**	**3**	**59.3**	**.0034**	**45**
Johnson	**All mfg.**	**4**	**1**	**40.8**	**.0024**	**65**
Kenton 57	**All mfg.**	**54**	**13**	**319.1**	**.0185**	**58**
Knox	**All mfg.**	**6**	**1**	**31.6**	**.0018**	**19**
Larue	**All mfg.**	**3**	**1**	**15.2**	**.0009**	**46**
Laurel	**All mfg.**	**17**	**5**	**111.3**	**.0064**	**64**
Lawrence	**All mfg.**	**2**		**3.0**	**.0002**	**0**
Lee	**All mfg.**	**1**		**2.7**	**.0002**	**0**
Leslie	**All mfg.**	**2**		**4.2**	**.0002**	**0**
Letcher	**All mfg.**	**7**	**1**	**25.7**	**.0015**	**23**
Lewis	**All mfg.**	**2**	**2**	**17.7**	**.0010**	**100**
Lincoln	**All mfg.**	**3**	**1**	**23.6**	**.0014**	**64**
Livingston	**All mfg.**	**3**		**5.0**	**.0003**	**0**
Logan	**All mfg.**	**25**	**8**	**220.6**	**.0128**	**67**
Lyon	**All mfg.**	**1**	**1**	**12.6**	**.0007**	**100**
McCracken	**All mfg.**	**31**	**8**	**468.6**	**.0271**	**82**
2819	Industrial inorganic chemicals n.e.c.	1	1	290.2	2.6948	100
McCreary	**All mfg.**	**5**	**1**	**14.0**	**.0008**	**48**
McLean	**All mfg.**	**5**	**1**	**24.9**	**.0014**	**71**
Madison	**All mfg.**	**20**	**10**	**248.1**	**.0144**	**85**
Magoffin	**All mfg.**	**1**	**1**	**11.3**	**.0007**	**100**
Marion	**All mfg.**	**8**	**5**	**64.3**	**.0037**	**79**
Marshall	**All mfg.**	**7**	**4**	**532.5**	**.0308**	**98**
2869	Industrial organic chemicals n.e.c.	3	3	448.0	1.4855	100
Mason	**All mfg.**	**13**	**9**	**268.9**	**.0156**	**93**
3566	Speed changers, drives, & gears	1	1	44.4	4.3606	100
Meade	**All mfg.**	**3**	**1**	**145.6**	**.0084**	**96**
Mercer	**All mfg.**	**10**	**6**	**122.3**	**.0071**	**78**
Metcalfe	**All mfg.**	**2**	**1**	**12.5**	**.0007**	**97**
Monroe	**All mfg.**	**13**	**3**	**43.8**	**.0025**	**38**
Montgomery	**All mfg.**	**9**	**5**	**208.7**	**.0121**	**92**
3621	Motors & generators	1	1	57.1	.9623	100
Morgan	**All mfg.**	**2**	**2**	**15.8**	**.0009**	**100**
Muhlenberg	**All mfg.**	**11**	**2**	**36.2**	**.0021**	**43**
Nelson	**All mfg.**	**15**	**6**	**233.3**	**.0135**	**75**
Nicholas	**All mfg.**	**2**	**2**	**16.1**	**.0009**	**100**
Ohio	**All mfg.**	**12**	**7**	**50.2**	**.0029**	**82**
Oldham 158	**All mfg.**	**11**	**3**	**84.5**	**.0049**	**68**
Owen	**All mfg.**	**3**	**2**	**27.8**	**.0016**	**65**
Pendleton	**All mfg.**	**5**	**3**	**47.1**	**.0027**	**68**
Perry	**All mfg.**	**3**		**8.3**	**.0005**	**0**
Pike	**All mfg.**	**7**	**1**	**30.8**	**.0018**	**39**
Powell	**All mfg.**	**5**		**9.5**	**.0005**	**0**
Pulaski	**All mfg.**	**17**	**10**	**336.4**	**.0195**	**71**
Rockcastle	**All mfg.**	**4**		**5.3**	**.0003**	**0**
Rowan	**All mfg.**	**10**	**2**	**39.5**	**.0023**	**24**
Russell	**All mfg.**	**7**	**1**	**44.0**	**.0025**	**50**
Scott 150	**All mfg.**	**18**	**5**	**123.8**	**.0072**	**72**
Shelby	**All mfg.**	**20**	**5**	**143.0**	**.0083**	**53**
Simpson	**All mfg.**	**13**	**8**	**199.4**	**.0115**	**91**
Taylor	**All mfg.**	**11**	**3**	**147.6**	**.0085**	**77**
2254	Knit-underwear mills	1	1	93.9	12.8771	100
Todd	**All mfg.**	**8**	**3**	**48.0**	**.0028**	**68**
Trigg	**All mfg.**	**6**	**2**	**45.3**	**.0026**	**78**
Union	**All mfg.**	**11**	**5**	**64.0**	**.0037**	**79**
Warren	**All mfg.**	**31**	**13**	**556.0**	**.0322**	**91**
2322	Men's & boys' underwear	1	1	22.9	4.4013	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
3592	Carburetors, pistons, rings, & valves	1	1	154.8	6.3822	100
3622	Industrial controls	2	2	44.5	1.3996	100
Washington	**All mfg.**	**6**	**3**	**75.2**	**.0044**	**87**
Wayne	**All mfg.**	**12**	**4**	**34.0**	**.0020**	**58**
Webster	**All mfg.**	**4**	**1**	**14.7**	**.0009**	**54**
Whitley	**All mfg.**	**17**	**10**	**165.7**	**.0096**	**90**
Wolfe	**All mfg.**	**2**	**1**	**21.4**	**.0012**	**87**
Woodford 150	**All mfg.**	**7**	**5**	**142.3**	**.0082**	**97**
State Total	**All mfg.**	**1,650**	**596**	**28,590.5**	**1.6547**	**86**

LOUISIANA

Acadia	**All mfg.**	**24**	**2**	**257.0**	**.0149**	**4**
Allen	**All mfg.**	**5**	**3**	**95.6**	**.0055**	**91**
Ascension 26	**All mfg.**	**28**	**17**	**1,037.3**	**.0600**	**92**
2869	Industrial organic chemicals n.e.c.	9	9	719.8	2.3867	100
Assumption	**All mfg.**	**5**	**3**	**55.8**	**.0032**	**85**
Avoyelles	**All mfg.**	**10**	**5**	**125.6**	**.0073**	**82**
Beauregard	**All mfg.**	**11**	**4**	**154.8**	**.0090**	**77**
Bienville	**All mfg.**	**4**	**2**	**33.5**	**.0019**	**86**
Bossier 258	**All mfg.**	**26**	**5**	**138.4**	**.0080**	**62**
Caddo 258	**All mfg.**	**114**	**38**	**1,872.8**	**.1084**	**82**
3325	Steel foundries n.e.c.	2	2	51.2	1.9711	100
3443	Fabricated plate work (boiler shops)	4	3	97.5	1.1027	98
3483	Ammunition, except small-arms, n.e.c.	2	2	36.4	4.2899	100
3661	Telephone & telegraph apparatus	1	1	355.5	2.7963	100
Calcasieu 140	**All mfg.**	**50**	**19**	**5,593.6**	**.3237**	**97**
2822	Synthetic rubber	2	2	105.2	4.3739	100
2869	Industrial organic chemicals n.e.c.	7	3	466.3	1.5462	86
2911	Petroleum refining	2	2	4,509.4	2.8831	100
Caldwell	**All mfg.**	**1**		**2.6**	**.0002**	**0**
Cameron	**All mfg.**	**9**	**3**	**103.7**	**.0060**	**69**
Catahoula	**All mfg.**	**2**	**2**	**10.9**	**.0006**	**100**
Claiborne	**All mfg.**	**8**	**3**	**92.6**	**.0054**	**38**
Concordia	**All mfg.**	**6**	**1**	**19.3**	**.0011**	**20**
De Soto	**All mfg.**	**10**	**5**	**84.4**	**.0049**	**77**
East Baton Rouge 26	**All mfg.**	**95**	**29**	**8,407.7**	**.4866**	**97**
2819	Industrial inorganic chemicals n.e.c.	4	3	186.0	1.7272	98
2822	Synthetic rubber	3	3	316.1	13.1424	100
2869	Industrial organic chemicals n.e.c.	1	1	603.7	2.0018	100
2911	Petroleum refining	1	1	6,604.7	4.2228	100
3483	Ammunition, except small-arms, n.e.c.	1	1	28.0	3.2999	100
East Carroll	**All mfg.**	**4**		**9.6**	**.0006**	**0**
East Feliciana	**All mfg.**	**4**		**11.8**	**.0007**	**0**
Evangeline	**All mfg.**	**4**	**2**	**51.4**	**.0030**	**76**
Franklin	**All mfg.**	**5**	**1**	**24.8**	**.0014**	**45**
Grant 6	**All mfg.**	**3**	**1**	**35.5**	**.0021**	**63**
Iberia	**All mfg.**	**35**	**14**	**251.5**	**.0146**	**75**
Iberville	**All mfg.**	**16**	**4**	**1,119.0**	**.0648**	**91**
2869	Industrial organic chemicals n.e.c.	6	2	955.6	3.1686	94
Jackson	**All mfg.**	**4**	**2**	**117.7**	**.0068**	**97**
Jefferson 192	**All mfg.**	**111**	**46**	**1,356.2**	**.0785**	**84**
3441	Fabricated structural metal	11	4	49.5	.8032	73
3731	Ship building & repairing	10	5	110.1	1.3462	86
Jefferson Davis	**All mfg.**	**7**	**2**	**232.2**	**.0134**	**6**
Lafayette 139	**All mfg.**	**45**	**14**	**537.3**	**.0311**	**80**
Lafourche	**All mfg.**	**32**	**8**	**262.6**	**.0152**	**68**
La Salle	**All mfg.**	**5**	**4**	**112.1**	**.0065**	**99**
Lincoln	**All mfg.**	**15**	**2**	**71.2**	**.0041**	**38**
Livingston 26	**All mfg.**	**12**	**3**	**124.1**	**.0072**	**80**
Madison	**All mfg.**	**2**	**2**	**17.0**	**.0010**	**100**
Morehouse	**All mfg.**	**11**	**4**	**254.3**	**.0147**	**85**
2621	Paper mills, except building paper	1	1	157.8	.8489	100
Natchitoches	**All mfg.**	**7**	**1**	**51.9**	**.0030**	**63**
Orleans 192	**All mfg.**	**239**	**82**	**3,728.8**	**.2158**	**85**
2051	Bread, cake, & related products	13	4	83.1	.7407	72
2095	Roasted coffee	6	4	616.1	8.6407	93
2221	Synthetics- & silk-weaving mills	1	1	88.7	1.2109	100
2711	Newspapers	3	1	59.3	.3687	95
3599	Machinery, except electrical, n.e.c.	9	3	69.0	.6274	77
3731	Ship building & repairing	10	4	497.9	6.0878	97
3732	Boat building & repairing	1	1	71.6	3.2027	100
3769	Space-vehicle equipment n.e.c.	1	1	151.8	16.4197	100
Ouachita 179	**All mfg.**	**51**	**16**	**966.4**	**.0559**	**88**
2631	Paperboard mills	1	1	418.4	3.9901	100
Plaquemines	**All mfg.**	**19**	**11**	**1,181.3**	**.0684**	**97**
Pointe Coupee	**All mfg.**	**4**		**12.7**	**.0007**	**0**
Rapides 6	**All mfg.**	**39**	**12**	**300.1**	**.0174**	**76**
Red River	**All mfg.**	**4**	**1**	**40.3**	**.0023**	**81**
Richland	**All mfg.**	**5**	**2**	**27.6**	**.0016**	**72**
Sabine	**All mfg.**	**6**	**4**	**86.2**	**.0050**	**77**
St. Bernard 192	**All mfg.**	**11**	**5**	**1,052.3**	**.0609**	**94**
3334	Primary aluminum	1	1	472.2	7.1895	100
St. Charles	**All mfg.**	**12**	**7**	**2,113.8**	**.1223**	**97**
2821	Plastics materials & synthetic resins	2	1	155.7	1.1354	96
St. James	**All mfg.**	**10**	**7**	**780.3**	**.0452**	**87**
St. John the Baptist	**All mfg.**	**9**	**6**	**648.8**	**.0375**	**98**
St. Landry	**All mfg.**	**21**	**4**	**257.5**	**.0149**	**35**
St. Martin	**All mfg.**	**8**	**2**	**79.0**	**.0046**	**75**
2254	Knit-underwear mills	1	1	51.2	7.0214	100
St. Mary	**All mfg.**	**41**	**14**	**325.0**	**.0188**	**73**
3441	Fabricated structural metal	2	1	46.5	.7545	93
3533	Oil-field machinery	9	4	89.4	1.8441	79
St. Tammany 192	**All mfg.**	**11**	**4**	**106.7**	**.0062**	**81**
Tangipahoa	**All mfg.**	**35**	**5**	**160.4**	**.0093**	**41**
Tensas	**All mfg.**	**2**	**1**	**7.0**	**.0004**	**66**
Terrebonne	**All mfg.**	**34**	**11**	**278.3**	**.0161**	**68**
3731	Ship building & repairing	6	4	55.3	.6761	88
Union	**All mfg.**	**7**	**1**	**43.4**	**.0025**	**34**
Vermilion	**All mfg.**	**11**	**5**	**251.8**	**.0146**	**88**
Vernon	**All mfg.**	**2**		**8.0**	**.0005**	**0**
Washington	**All mfg.**	**15**	**5**	**313.7**	**.0182**	**82**
2621	Paper mills, except building paper	1	1	197.4	1.0619	100
Webster 258	**All mfg.**	**24**	**11**	**276.8**	**.0160**	**47**
West Baton Rouge 26	**All mfg.**	**13**	**6**	**262.0**	**.0152**	**28**
West Carroll	**All mfg.**	**2**	**2**	**16.5**	**.0010**	**100**
West Feliciana	**All mfg.**	**5**	**2**	**128.3**	**.0074**	**87**
2641	Paper coating & glazing	1	1	95.4	2.2392	100
Winn	**All mfg.**	**11**	**5**	**165.3**	**.0096**	**83**
2421	General sawmills & planing mills	4	3	103.2	.8280	93
State Total	**All mfg.**	**1,381**	**482**	**36,344.1**	**2.1034**	**88**

MAINE

Androscoggin 149	**All mfg.**	**118**	**39**	**793.5**	**.0459**	**76**
2211	Cotton-weaving mills	2	2	50.7	.9668	100
3143	Men's nonathletic footwear	8	8	74.4	3.4083	100
3144	Women's nonathletic footwear	5	4	48.2	2.8798	97
3149	Nonrubber footwear n.e.c.	5	3	14.0	1.8983	85
Aroostook	**All mfg.**	**62**	**20**	**743.4**	**.0430**	**76**
2037	Frozen fruits & vegetables	5	5	157.4	3.7361	100
2421	General sawmills & planing mills	9	4	96.7	.7759	84
2621	Paper mills, except building paper	1	1	131.5	.7074	100
Cumberland 217	**All mfg.**	**194**	**62**	**1,794.7**	**.1039**	**80**
2621	Paper mills, except building paper	2	2	341.9	1.8393	100
3143	Men's nonathletic footwear	4	4	58.1	2.6616	100
3573	Electronic computing equipment	1	1	107.0	.4426	100
3674	Semiconductors & related devices	2	2	156.0	2.0765	100
Franklin	**All mfg.**	**30**	**10**	**332.4**	**.0192**	**84**
2499	Wood products n.e.c.	13	3	49.1	1.6799	65
2621	Paper mills, except building paper	2	2	204.0	1.0974	100
3149	Nonrubber footwear n.e.c.	4	3	19.2	2.6034	97
Hancock	**All mfg.**	**27**	**11**	**277.7**	**.0161**	**82**
2621	Paper mills, except building paper	1	1	131.5	.7074	100
Kennebec	**All mfg.**	**59**	**26**	**742.6**	**.0430**	**86**
2231	Wool-fabric weaving & finishing mills	5	5	27.0	4.0030	100
2621	Paper mills, except building paper	1	1	171.1	.9205	100
2646	Pressed & molded pulp goods	1	1	79.0	26.5546	100
Knox	**All mfg.**	**39**	**12**	**247.5**	**.0143**	**63**
Lincoln	**All mfg.**	**17**	**3**	**85.1**	**.0049**	**49**
Oxford	**All mfg.**	**45**	**21**	**578.4**	**.0335**	**90**
2499	Wood products n.e.c.	15	9	93.7	3.2058	86

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
MAINE (Oxford, cont.)						
2621	Paper mills, except building paper	1	1	328.9	1.7694	100
Penobscot	**25 All mfg.**	**83**	**33**	**1,066.5**	**.0617**	**78**
2611	Pulp mills	2	2	155.5	5.0934	100
2621	Paper mills, except building paper	3	3	214.0	1.1512	100
3143	Men's nonathletic footwear	2	2	83.1	3.8069	100
3144	Women's nonathletic footwear	2	2	37.6	2.2465	100
Piscataquis	**All mfg.**	**15**	**6**	**68.5**	**.0040**	**64**
Sagadahoc	**217 All mfg.**	**12**	**6**	**139.5**	**.0081**	**86**
3731	Ship building & repairing	1	1	92.2	1.1273	100
Somerset	**All mfg.**	**39**	**17**	**284.0**	**.0164**	**79**
2499	Wood products n.e.c.	10	4	51.1	1.7483	84
3149	Nonrubber footwear n.e.c.	2	2	34.8	4.7186	100
Waldo	**All mfg.**	**19**	**7**	**152.5**	**.0088**	**73**
Washington	**All mfg.**	**36**	**9**	**332.5**	**.0192**	**74**
2621	Paper mills, except building paper	1	1	157.8	.8489	100
York	**All mfg.**	**85**	**32**	**660.3**	**.0382**	**80**
3079	Miscellaneous plastics products	9	4	63.6	.2481	82
3111	Leather tanning & finishing	3	2	77.2	4.1619	97
3484	Small arms	1	1	50.7	5.4254	100
State Total	**All mfg.**	**880**	**314**	**8,299.1**	**.4803**	**79**
MARYLAND						
Allegany	**All mfg.**	**33**	**14**	**1,018.0**	**.0589**	**92**
2621	Paper mills, except building paper	1	1	263.0	1.4148	100
3011	Tires & inner tubes	1	1	297.8	2.9122	100
Anne Arundel	**24 All mfg.**	**64**	**21**	**541.9**	**.0314**	**75**
3662	Radio & TV communication equipment	2	2	123.7	.5262	100
Baltimore	**24 All mfg.**	**288**	**126**	**5,340.1**	**.3091**	**89**
2085	Distilled liquor, except brandy	3	2	206.5	6.9948	94
2311	Men's & boys' suits & coats	4	2	39.6	1.0916	87
2654	Sanitary food containers	3	2	290.3	12.1826	99
3079	Miscellaneous plastics products	10	8	91.5	.3570	92
3312	Blast furnaces & steel mills	1	1	171.6	.3394	100
3411	Metal cans	6	5	210.2	2.4694	96
3499	Fabricated metal products n.e.c.	4	3	59.0	1.4050	94
3573	Electronic computing equipment	3	2	115.8	.4790	93
3661	Telephone & telegraph apparatus	2	1	565.7	4.4497	99
3662	Radio & TV communication equipment	7	5	162.7	.6920	94
3679	Electronic components n.e.c.	4	3	86.9	1.1456	98
3711	Motor vehicles & passenger-car bodies	1	1	803.6	1.1953	100
3825	Electricity-measuring instruments	2	2	96.1	2.4680	100
Baltimore Ind. City	**24 All mfg.**	**522**	**163**	**7,814.2**	**.4523**	**84**
2013	Sausages & other prepared meats	10	2	195.3	1.8110	70
2026	Fluid milk	5	5	299.9	1.7826	100
2051	Bread, cake, & related products	9	4	74.4	.6632	74
2311	Men's & boys' suits & coats	17	11	105.0	2.8944	93
2651	Folding paperboard boxes	9	6	94.8	3.3176	89
2711	Newspapers	6	4	222.8	1.3852	98
2751	Letterpress commercial printing	19	3	28.9	.5287	39
2819	Industrial inorganic chemicals n.e.c.	8	5	148.6	1.3799	88
2851	Paints & allied products	11	5	142.8	1.6844	80
3079	Miscellaneous plastics products	10	3	72.7	.2836	69
3221	Glass containers	5	3	61.3	2.1865	94
3312	Blast furnaces & steel mills	2	2	2,536.2	5.0159	100
3411	Metal cans	3	3	160.2	1.8820	100
3441	Fabricated structural metal	11	2	51.0	.8275	72
3444	Sheet-metal work	14	3	53.4	.9262	50
3592	Carburetors, pistons, rings, & valves	2	1	94.5	3.8961	96
3693	X-ray apparatus & tubes	1	1	145.0	6.5418	100
3731	Ship building & repairing	5	4	148.0	1.8096	97

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Calvert	**All mfg.**	**7**		**15.9**	**.0009**	**0**
Caroline	**All mfg.**	**19**	**9**	**119.6**	**.0069**	**81**
Carroll	**24 All mfg.**	**48**	**20**	**508.7**	**.0294**	**82**
2311	Men's & boys' suits & coats	5	5	42.7	1.1771	100
3546	Power-driven hand tools	1	1	102.6	10.2569	100
Cecil	**295 All mfg.**	**30**	**10**	**277.0**	**.0160**	**74**
Charles	**287 All mfg.**	**11**	**1**	**50.1**	**.0029**	**46**
Dorchester	**All mfg.**	**39**	**13**	**391.5**	**.0227**	**72**
Frederick	**All mfg.**	**54**	**23**	**653.6**	**.0378**	**83**
Garrett	**All mfg.**	**13**	**5**	**76.2**	**.0044**	**68**
Harford	**24 All mfg.**	**29**	**10**	**209.6**	**.0121**	**66**
3021	Rubber & plastic footwear	1	1	39.4	6.6870	100
Howard	**24 All mfg.**	**39**	**16**	**568.3**	**.0329**	**91**
3585	Refrigeration & heating equipment	1	1	139.1	.8036	100
3631	Household cooking equipment	1	1	92.2	4.6446	100
Kent	**All mfg.**	**14**	**3**	**113.0**	**.0065**	**59**
Montgomery	**287 All mfg.**	**161**	**38**	**1,332.4**	**.0771**	**77**
3573	Electronic computing equipment	7	3	146.8	.6072	90
3662	Radio & TV communication equipment	19	10	220.6	.9383	84
3764	Space-propulsion units & parts	1	1	312.2	29.4695	100
Prince Georges	**287 All mfg.**	**155**	**47**	**1,169.8**	**.0677**	**77**
3662	Radio & TV communication equipment	4	1	91.4	.3888	91
Queen Annes	**All mfg.**	**11**	**2**	**65.0**	**.0038**	**50**
St. Marys	**All mfg.**	**5**		**12.0**	**.0007**	**0**
Somerset	**All mfg.**	**23**	**7**	**165.7**	**.0096**	**65**
Talbot	**All mfg.**	**36**	**11**	**292.4**	**.0169**	**61**
Washington	**108 All mfg.**	**75**	**32**	**1,310.5**	**.0758**	**91**
3519	Internal-combustion engines n.e.c.	1	1	561.5	6.0408	100
3721	Aircraft	1	1	228.3	.9999	100
Wicomico	**All mfg.**	**42**	**18**	**769.4**	**.0445**	**88**
2048	Prepared feeds n.e.c.	1	1	316.6	2.8049	100
Worcester	**All mfg.**	**20**	**8**	**226.7**	**.0131**	**81**
2016	Poultry-dressing plants	3	3	103.5	1.4462	100
State Total	**All mfg.**	**1,738**	**597**	**23,041.6**	**1.3336**	**84**
MASSACHUSETTS						
Barnstable	**All mfg.**	**32**	**5**	**128.1**	**.0074**	**38**
Berkshire	**215 All mfg.**	**83**	**29**	**1,386.7**	**.0803**	**89**
2621	Paper mills, except building paper	7	5	202.8	1.0910	96
3612	Transformers	1	1	135.4	4.5424	100
3662	Radio & TV communication equipment	1	1	363.8	1.5474	100
3675	Electronic capacitors	1	1	61.4	5.9016	100
Bristol	**187 All mfg.**	**519**	**215**	**4,493.0**	**.2600**	**80**
2092	Fresh or frozen packaged seafoods	13	3	103.3	4.0510	54
2221	Synthetics- & silk-weaving mills	4	3	167.1	2.2811	99
2261	Cotton-finishing plants	8	6	31.7	3.1665	89
2311	Men's & boys' suits & coats	11	9	127.1	3.5036	97
2321	Men's & boys' shirts & nightwear	4	2	30.2	.8194	91
2329	Men's & boys' clothing n.e.c.	8	7	28.9	2.1551	92
2335	Women's & misses' dresses	31	21	266.9	4.9371	86
2337	Women's & misses' suits & coats	11	7	129.5	3.5156	84
2341	Women's & children's underwear	11	6	42.9	1.8851	83
2391	Curtains & draperies	15	7	105.4	8.5677	79
3069	Fabricated rubber products n.e.c.	4	1	43.8	.9525	87
3079	Miscellaneous plastics products	13	7	106.7	.4163	80
3172	Personal leather goods n.e.c.	6	4	39.0	8.8255	93
3545	Machine-tool accessories	3	2	44.3	2.2625	98
3551	Food-products machinery	2	1	121.0	3.8866	96
3622	Industrial controls	1	1	86.9	2.7332	100
3679	Electronic components n.e.c.	11	7	72.0	.9492	92
3911	Precious-metal jewelry	26	11	296.9	12.1298	84
3914	Silverware & plated & stainless ware	9	7	78.9	16.3253	96
3949	Sporting & athletic goods n.e.c.	1	1	56.2	2.0516	100
3961	Costume jewelry	10	3	40.2	4.5511	75
Dukes	**All mfg.**	**2**		**2.4**	**.0001**	**0**
Essex	**39 All mfg.**	**554**	**163**	**5,181.9**	**.2999**	**78**
2092	Fresh or frozen packaged seafoods	10	2	149.1	5.8471	75
2221	Synthetics- & silk-weaving mills	1	1	185.4	2.5309	100
2329	Men's & boys' clothing n.e.c.	7	3	26.4	1.9687	75
2711	Newspapers	14	6	72.3	.4495	78
2891	Adhesives & sealants	7	3	125.6	4.7932	80

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
	1980 (S&MM Est.)					
3079	Miscellaneous plastics products	21	8	135.5	.5286	76
3111	Leather tanning & finishing	47	10	304.3	16.4052	58
3131	Boot & shoe cut stock & findings	23	8	38.3	12.5368	55
3144	Women's nonathletic footwear	10	8	82.6	4.9352	95
3149	Nonrubber footwear n.e.c.	8	4	24.3	3.2949	92
3494	Valves & pipe fittings	3	2	96.8	1.3999	96
3511	Turbines & turbine-generator set units	1	1	385.7	10.3630	100
3552	Textile machinery	3	2	58.1	3.5760	98
3559	Special-industry machinery n.e.c.	12	3	158.5	2.5044	83
3641	Electric lamps	2	2	100.6	4.9552	100
3661	Telephone & telegraph apparatus	4	1	661.6	5.2040	98
3674	Semiconductors & related devices	5	4	90.6	1.2060	98
3679	Electronic components n.e.c.	18	7	97.6	1.2867	86
Franklin	**All mfg.**	**49**	**17**	**381.8**	**.0221**	**70**
2621	Paper mills, except building paper	5	5	137.3	.7386	100
3545	Machine-tool accessories	3	2	34.0	1.7365	97
Hampden	**264 All mfg.**	**430**	**138**	**4,332.5**	**.2507**	**82**
2051	Bread, cake, & related products	9	7	72.8	.6489	96
2621	Paper mills, except building paper	8	8	378.8	2.0378	100
2642	Envelopes	4	3	118.1	9.6094	99
2711	Newspapers	8	2	66.4	.4128	78
2782	Blankbooks & looseleaf binders	6	3	92.3	7.0496	90
2821	Plastics materials & synthetic resins	4	4	155.9	1.1368	100
3011	Tires & inner tubes	1	1	156.9	1.5344	100
3079	Miscellaneous plastics products	25	6	119.0	.4643	54
3172	Personal leather goods n.e.c.	2	1	42.4	9.5949	96
3423	Hand & edge tools n.e.c.	2	1	89.4	3.2800	98
3484	Small arms	3	2	120.4	12.8839	98
3544	Special dies, tools, jigs, & fixtures	22	7	41.3	1.3380	63
3568	Power-transmission equipment n.e.c.	4	3	36.4	2.7180	93
3573	Electronic computing equipment	3	3	504.2	2.0855	100
3761	Guided missiles & space vehicles	1	1	114.4	1.6959	100
3944	Games, toys, & children's vehicles	2	1	101.1	3.1279	96
3949	Sporting & athletic goods n.e.c.	2	1	95.0	3.4680	99
Hampshire	**264 All mfg.**	**67**	**25**	**629.6**	**.0364**	**82**
2641	Paper coating & glazing	3	3	124.1	2.9128	100
3991	Brooms & brushes	3	3	104.9	13.5128	100
Middlesex	**39 All mfg.**	**1,284**	**381**	**13,163.8**	**.7619**	**79**
2024	Ice cream & frozen desserts	4	2	132.5	5.2200	93
2051	Bread, cake, & related products	12	4	96.6	.8611	81
2065	Confectionery products	11	5	171.2	3.0479	85
2295	Coated fabrics, not rubberized	7	2	109.7	8.4158	86
2335	Women's & misses' dresses	7	3	55.7	1.0303	80
2649	Converted paper products n.e.c.	5	2	197.3	10.2889	97
2651	Folding paperboard boxes	10	5	80.8	2.8276	83
2653	Corrugated & solid fiber boxes	10	6	78.4	.9312	73
2711	Newspapers	29	4	106.6	.6628	41
2731	Book publishing	12	5	114.3	1.8736	79
2732	Book printing	2	2	99.2	4.7435	100
2751	Letterpress commercial printing	25	8	54.7	1.0008	61
2752	Lithographic commercial printing	11	5	129.7	1.1017	78
2869	Industrial organic chemicals n.e.c.	5	2	363.4	1.2050	88
3021	Rubber & plastic footwear	1	1	28.3	4.8031	100
3079	Miscellaneous plastics products	47	12	337.3	1.3159	71
3144	Women's nonathletic footwear	6	6	77.3	4.6185	100
3149	Nonrubber footwear n.e.c.	3	3	21.2	2.8746	100
3357	Nonferrous-wire drawing & insulating	3	3	184.4	1.9756	100
3444	Sheet-metal work	25	3	57.7	1.0008	28
3452	Bolts, nuts, rivets, & washers	5	3	101.4	2.5801	97
3469	Metal stampings n.e.c.	22	7	109.2	1.9392	71
3555	Printing-trades machinery	9	3	208.0	9.1987	92
3559	Special-industry machinery n.e.c.	16	7	145.5	2.2990	82
3569	General industrial machinery n.e.c.	17	4	82.6	3.7893	80
3573	Electronic computing equipment	37	23	1,613.0	6.6718	95
3622	Industrial controls	10	2	47.1	1.4814	55
3643	Current-carrying wiring devices	6	3	44.6	2.2193	91
3651	Radio & TV receiving sets	8	6	203.8	3.0155	98
3662	Radio & TV communication equipment	42	15	773.0	3.2879	86
3674	Semiconductors & related devices	23	7	211.7	2.8180	73
3679	Electronic components n.e.c.	62	22	233.1	3.0730	71
3711	Motor vehicles & passenger-car bodies	1	1	743.4	1.1058	100
3724	Aircraft engines & engine parts	1	1	175.0	1.6162	100
3761	Guided missiles & space vehicles	3	3	257.2	3.8128	100
3811	Engineering & scientific instruments	24	9	156.3	5.6725	82
3822	Environmental controls	8	2	67.5	3.7080	83
3825	Electricity-measuring instruments	11	6	63.7	1.6359	75
3829	Measuring & controlling devices n.e.c.	23	11	169.4	10.0445	87
3832	Optical instruments & lenses	12	6	140.2	7.0923	87
3841	Surgical & medical instruments	13	5	108.5	4.2111	80
3861	Photographic equipment & supplies	12	3	948.4	6.2089	92
3873	Watches, clocks, & watchcases	3	3	46.8	3.7081	100
Norfolk	**39 All mfg.**	**414**	**127**	**3,880.6**	**.2246**	**79**
2086	Bottled & canned soft drinks	10	6	193.6	1.4943	88
2621	Paper mills, except building paper	3	3	141.5	.7612	100
2771	Greeting-card publishing	1	1	60.2	4.3453	100
3069	Fabricated rubber products n.e.c.	8	3	41.7	.9068	87
3079	Miscellaneous plastics products	12	2	71.6	.2793	60
3494	Valves & pipe fittings	6	4	132.6	1.9177	97
3534	Elevators & moving stairways	2	2	39.5	6.4385	100
3662	Radio & TV communication equipment	12	5	282.2	1.2003	91
3671	Receiving-type electron tubes	2	1	29.1	13.5412	99
3679	Electronic components n.e.c.	11	7	84.1	1.1087	95
3731	Ship building & repairing	1	1	203.3	2.4857	100
3811	Engineering & scientific instruments	12	7	149.0	5.4076	92
3823	Industrial process-control instruments	2	1	111.3	4.7095	96
3841	Surgical & medical instruments	9	3	59.7	2.3171	73
Plymouth	**39 All mfg.**	**234**	**60**	**1,098.8**	**.0636**	**58**
3131	Boot & shoe cut stock & findings	16	4	26.4	8.6416	50
3143	Men's nonathletic footwear	5	4	52.7	2.4142	98
3149	Nonrubber footwear n.e.c.	7	7	37.8	5.1254	100
3679	Electronic components n.e.c	6	4	39.8	.5247	95
Suffolk	**39 All mfg.**	**634**	**170**	**5,404.2**	**.3128**	**75**
2011	Meat-packing plants	4	2	346.7	.8936	93
2013	Sausages & other prepared meats	7	4	203.5	1.8871	82
2051	Bread, cake, & related products	8	5	71.2	.6346	90
2065	Confectionery products	5	3	130.7	2.3269	95
2092	Fresh or frozen packaged seafoods	4	1	101.4	3.9765	90
2311	Men's & boys' suits & coats	11	5	38.6	1.0640	75
2328	Men's & boys' work clothing	2	1	55.6	1.1724	98
2337	Women's & misses' suits & coats	21	2	112.3	3.0486	24
2339	Women's & misses' outerwear n.e.c.	15	4	59.0	1.4710	52
2385	Waterproof outer garments	7	4	59.3	12.7692	90
2711	Newspapers	11	3	226.8	1.4101	92
2731	Book publishing	12	6	145.9	2.3916	89
2751	Letterpress commercial printing	33	5	69.1	1.2642	52
2752	Lithographic commercial printing	17	4	123.7	1.0508	55
3149	Nonrubber footwear n.e.c.	3	3	24.3	3.2949	100
3421	Cutlery	1	1	167.7	19.0417	100
3573	Electronic computing equipment	3	3	355.4	1.4700	100
3825	Electricity-measuring instruments	2	1	62.1	1.5948	95
Worcester	**297 All mfg.**	**701**	**212**	**5,708.7**	**.3304**	**78**
2231	Wool-fabric weaving & finishing mills	12	9	48.9	7.2498	93
2261	Cotton-finishing plants	1	1	38.1	3.8058	100
2511	Wood household furniture	25	9	83.5	1.7855	71
2512	Upholstered wood household furniture	18	5	64.4	2.0193	67
2621	Paper mills, except building paper	6	4	178.2	.9586	90
2711	Newspapers	6	1	58.9	.3662	80
2821	Plastics materials & synthetic resins	9	5	185.0	1.3490	88
3079	Miscellaneous plastics products	72	23	388.4	1.5153	61
3143	Men's nonathletic footwear	3	3	44.5	2.0386	100
3149	Nonrubber footwear n.e.c.	4	4	20.4	2.7661	100
3291	Abrasive products	4	3	430.2	17.6023	98
3315	Steel wire & related products	6	4	125.2	4.6239	93
3423	Hand & edge tools n.e.c.	10	4	77.4	2.8397	80
3429	Hardware n.e.c.	2	1	103.0	1.6360	97
3469	Metal stampings n.e.c.	12	2	52.2	.9270	54
3494	Valves & pipe fittings	7	4	134.9	1.9509	93
3511	Turbines & turbine-generator set units	3	2	138.8	3.7293	97
3541	Metal-cutting machine tools	12	6	75.0	3.1765	87
3544	Special dies, tools, jigs, & fixtures	19	2	33.0	1.0691	44
3545	Machine-tool accessories	8	5	90.2	4.6067	96
3552	Textile machinery	12	3	74.2	4.5670	78
3573	Electronic computing equipment	5	3	508.5	2.1033	98
3679	Electronic components n.e.c.	8	2	43.2	.5695	80

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
MASSACHUSETTS (Worcester, cont.)						
3832	Optical instruments & lenses	5	2	74.3	3.7586	91
3851	Ophthalmic goods	6	4	42.8	5.7258	97
3873	Watches, clocks, & watchcases	1	1	127.9	10.1339	100
3944	Games, toys, & children's vehicles	7	3	54.8	1.6954	84
State Total	**All mfg.**	**5,003**	**1,542**	**45,792.1**	**2.6503**	**78**
MICHIGAN						
Alcona	**All mfg.**	**5**		**6.8**	**.0004**	**0**
Alger	**All mfg.**	**4**	**2**	**73.4**	**.0042**	**95**
Allegan	**All mfg.**	**49**	**18**	**520.9**	**.0301**	**83**
Alpena	**All mfg.**	**21**	**5**	**135.2**	**.0078**	**62**
Antrim	**All mfg.**	**20**	**5**	**70.7**	**.0041**	**61**
Arenac	**All mfg.**	**11**	**3**	**41.9**	**.0024**	**71**
Baraga	**All mfg.**	**10**	**2**	**37.5**	**.0022**	**52**
Barry 27	**All mfg.**	**20**	**9**	**150.6**	**.0087**	**88**
Bay 28	**All mfg.**	**76**	**27**	**949.7**	**.0550**	**85**
3714	Motor-vehicle parts & accessories	3	3	194.0	.6153	100
Benzie	**All mfg.**	**11**	**4**	**63.9**	**.0037**	**71**
Berrien 30	**All mfg.**	**182**	**49**	**1,815.2**	**.1051**	**79**
2741	Miscellaneous publishing	1	1	60.4	2.6654	100
3079	Miscellaneous plastics products	13	1	67.9	.2649	37
3322	Malleable-iron foundries	1	1	84.3	10.6413	100
3361	Aluminum foundries	12	4	90.0	2.6339	73
3633	Household laundry equipment	1	1	158.5	6.9873	100
3651	Radio & TV receiving sets	4	3	96.2	1.4234	98
3714	Motor-vehicle parts & accessories	4	4	134.3	.4259	100
Branch	**All mfg.**	**52**	**15**	**457.5**	**.0265**	**71**
Calhoun 27	**All mfg.**	**114**	**32**	**2,281.2**	**.1320**	**90**
2043	Cereal breakfast foods	3	3	1,242.9	40.4129	100
3322	Malleable-iron foundries	1	1	55.3	6.9806	100
3537	Industrial trucks & tractors	2	1	100.0	4.0045	98
3714	Motor-vehicle parts & accessories	5	3	209.4	.6641	95
Cass 30	**All mfg.**	**44**	**9**	**361.4**	**.0209**	**75**
3585	Refrigeration & heating equipment	1	1	153.0	.8839	100
3792	Travel trailers & campers	5	2	62.2	3.0021	84
Charlevoix	**All mfg.**	**24**	**7**	**140.6**	**.0081**	**59**
Cheboygan	**All mfg.**	**18**	**3**	**107.7**	**.0062**	**65**
Chippewa	**All mfg.**	**8**	**2**	**31.1**	**.0018**	**59**
Clare	**All mfg.**	**17**	**2**	**50.3**	**.0029**	**38**
Clinton 143	**All mfg.**	**13**	**4**	**75.8**	**.0044**	**82**
Crawford	**All mfg.**	**9**		**37.1**	**.0021**	**0**
Delta	**All mfg.**	**30**	**3**	**333.4**	**.0193**	**81**
3531	Construction machinery	1	1	145.8	.8974	100
Dickinson	**All mfg.**	**27**	**5**	**104.7**	**.0061**	**60**
Eaton 143	**All mfg.**	**40**	**8**	**332.5**	**.0192**	**73**
Emmet	**All mfg.**	**17**	**4**	**105.2**	**.0061**	**69**
Genesee 89	**All mfg.**	**116**	**22**	**9,031.5**	**.5227**	**98**
3465	Automotive stampings	1	1	604.8	4.9162	100
3694	Engine electrical equipment	2	1	803.9	17.9590	100
3711	Motor vehicles & passenger-car bodies	5	5	6,831.2	10.1611	100
3714	Motor-vehicle parts & accessories	5	2	318.1	1.0088	97
Gladwin	**All mfg.**	**9**	**2**	**43.3**	**.0025**	**59**
Gogebic	**All mfg.**	**17**	**2**	**55.7**	**.0032**	**18**
Grand Traverse	**All mfg.**	**38**	**9**	**359.1**	**.0208**	**50**
Gratiot	**All mfg.**	**24**	**7**	**951.4**	**.0551**	**93**
Hillsdale	**All mfg.**	**48**	**13**	**341.2**	**.0197**	**72**
Houghton	**All mfg.**	**21**	**4**	**65.8**	**.0038**	**35**
Huron	**All mfg.**	**33**	**7**	**271.0**	**.0157**	**76**
3465	Automotive stampings	3	3	144.4	1.1738	100
Ingham 143	**All mfg.**	**137**	**33**	**5,102.8**	**.2953**	**93**
3462	Iron & steel forgings	5	5	242.5	6.9766	100
3711	Motor vehicles & passenger-car bodies	5	4	4,246.3	6.3162	100
Ionia 143	**All mfg.**	**38**	**12**	**452.1**	**.0262**	**66**
Iosco	**All mfg.**	**17**	**2**	**82.0**	**.0047**	**56**
Iron	**All mfg.**	**9**	**1**	**38.1**	**.0022**	**59**
Isabella	**All mfg.**	**15**	**4**	**148.3**	**.0086**	**81**
Jackson 119	**All mfg.**	**148**	**36**	**1,149.7**	**.0665**	**77**
3011	Tires & inner tubes	1	1	156.9	1.5344	100
3441	Fabricated structural metal	3	1	67.7	1.0985	94
3599	Machinery, except electrical, n.e.c.	13	3	74.2	.6747	66
3714	Motor-vehicle parts & accessories	13	8	316.2	1.0028	95
Kalamazoo 129	**All mfg.**	**182**	**58**	**2,639.6**	**.1528**	**80**
2621	Paper mills, except building paper	5	4	356.4	1.9173	98
2834	Pharmaceutical preparations	2	1	387.0	2.3338	98
3079	Miscellaneous plastics products	11	5	86.3	.3367	82
3465	Automotive stampings	1	1	481.1	3.9107	100
3714	Motor-vehicle parts & accessories	3	2	119.0	.3774	99
Kalkaska	**All mfg.**	**4**		**11.6**	**.0007**	**0**
Kent 102	**All mfg.**	**543**	**120**	**4,668.9**	**.2702**	**77**
2051	Bread, cake, & related products	9	4	70.9	.6320	82
2396	Automotive & apparel trimmings	3	2	636.9	24.3668	99
2511	Wood household furniture	10	5	50.1	1.0713	84
2515	Mattresses & bedsprings	7	1	59.1	3.5823	83
2522	Metal office furniture	1	1	143.0	8.8452	100
2531	Public-building & related furniture	5	2	67.3	7.6408	92
2841	Soap & other detergents	2	1	351.2	4.4136	99
3079	Miscellaneous plastics products	15	3	88.6	.3457	68
3354	Aluminum extruded products	3	2	147.0	5.0732	97
3429	Hardware n.e.c.	13	8	297.9	4.7317	96
3471	Plating & polishing	26	6	82.2	3.8514	62
3535	Conveyors & conveying equipment	4	1	85.6	3.4740	91
3544	Special dies, tools, jigs, & fixtures	33	2	55.7	1.8045	45
3592	Carburetors, pistons, rings, & valves	1	1	193.5	7.9777	100
3631	Household cooking equipment	1	1	61.5	3.0981	100
3662	Radio & TV communication equipment	4	1	141.1	.6002	92
3714	Motor-vehicle parts & accessories	7	3	81.0	.2569	83
Keweenaw	**All mfg.**	**3**		**7.2**	**.0004**	**0**
Lapeer 75	**All mfg.**	**33**	**11**	**230.4**	**.0133**	**75**
Leelanau	**All mfg.**	**6**		**10.9**	**.0006**	**0**
Lenawee	**All mfg.**	**97**	**33**	**1,299.7**	**.0752**	**86**
3585	Refrigeration & heating equipment	4	3	352.5	2.0364	98
3714	Motor-vehicle parts & accessories	6	5	158.8	.5036	96
Livingston 75	**All mfg.**	**75**	**12**	**371.3**	**.0215**	**35**
Luce	**All mfg.**	**2**		**4.6**	**.0003**	**0**
Mackinac	**All mfg.**	**4**		**5.4**	**.0003**	**0**
Macomb 75	**All mfg.**	**723**	**125**	**7,112.8**	**.4117**	**82**
3079	Miscellaneous plastics products	39	9	223.2	.8708	62
3452	Bolts, nuts, rivets, & washers	15	4	80.3	2.0432	64
3462	Iron & steel forgings	16	3	71.2	2.0484	54
3465	Automotive stampings	24	9	1,273.4	10.3510	95
3469	Metal stampings n.e.c.	26	2	59.5	1.0566	20
3471	Plating & polishing	14	1	53.5	2.5067	53
3541	Metal-cutting machine tools	24	7	92.9	3.9346	81
3544	Special dies, tools, jigs, & fixtures	116	11	162.6	5.2676	40
3545	Machine-tool accessories	30	3	50.7	2.5894	40
3599	Machinery, except electrical, n.e.c.	47	5	143.2	1.3021	29
3711	Motor vehicles & passenger-car bodies	4	2	1,310.3	1.9490	99
3714	Motor-vehicle parts & accessories	30	13	1,387.8	4.4013	96
3728	Aircraft equipment n.e.c.	6	2	68.9	.9381	86
3795	Tanks & tank components	2	1	597.4	51.3142	97
Manistee	**All mfg.**	**16**	**7**	**189.1**	**.0109**	**92**
Marquette	**All mfg.**	**22**	**5**	**98.7**	**.0057**	**49**
Mason	**All mfg.**	**32**	**7**	**196.9**	**.0114**	**62**
Mecosta	**All mfg.**	**21**	**4**	**72.7**	**.0042**	**40**
Menominee	**All mfg.**	**41**	**11**	**375.6**	**.0217**	**73**
Midland	**All mfg.**	**28**	**13**	**1,858.2**	**.1075**	**98**
2812	Alkalies & chlorine	1	1	150.8	7.1666	100
2819	Industrial inorganic chemicals n.e.c.	1	1	120.9	1.1227	100
2821	Plastics materials & synthetic resins	1	1	242.4	1.7676	100
2822	Synthetic rubber	3	3	228.8	9.5127	100
2869	Industrial organic chemicals n.e.c.	1	1	905.6	3.0028	100
3079	Miscellaneous plastics products	3	2	91.2	.3558	96

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
Missaukee	**All mfg.**	**4**		**9.7**	**.0006**	**0**
Monroe	**All mfg.**	**39**	**14**	**686.1**	**.0397**	**90**
3465	Automotive stampings	3	2	323.0	2.6255	98
3714	Motor-vehicle parts & accessories	3	2	89.0	.2823	98
Montcalm	**All mfg.**	**29**	**10**	**541.6**	**.0313**	**71**
3632	Household refrigerators & freezers	2	2	233.1	7.8846	100
Montmorency	**All mfg.**	**7**	**2**	**33.1**	**.0019**	**81**
Muskegon	**All mfg.**	**153**	**41**	**1,803.9**	**.1044**	**84**
2522	Metal office furniture	3	2	69.9	4.3236	98
2621	Paper mills, except building paper	1	1	151.2	.8134	100
3321	Gray-iron foundries	3	1	98.8	1.2119	97
3369	Nonferrous foundries n.e.c.	4	3	133.0	11.6025	99
3592	Carburetors, pistons, rings, & valves	3	2	207.2	8.5426	97
3724	Aircraft engines & engine parts	1	1	196.5	1.8148	100
3949	Sporting & athletic goods n.e.c.	1	1	51.5	1.8800	100
Newaygo	**All mfg.**	**12**	**2**	**115.0**	**.0067**	**71**
Oakland	**All mfg.**	**1,082**	**191**	**12,403.3**	**.7179**	**84**
2013	Sausages & other prepared meats	2	1	419.7	3.8919	99
2711	Newspapers	7	3	51.6	.3208	86
3079	Miscellaneous plastics products	45	7	211.0	.8232	45
3317	Steel pipe & tubes	4	3	63.4	1.9810	97
3451	Screw-machine products	27	1	53.1	2.5019	8
3462	Iron & steel forgings	17	3	65.8	1.8930	40
3465	Automotive stampings	14	5	164.7	1.3388	74
3469	Metal stampings n.e.c.	23	6	102.1	1.8131	55
3523	Farm machinery & equipment	2	2	197.3	1.7869	100
3535	Conveyors & conveying equipment	11	2	67.6	2.7435	49
3541	Metal-cutting machine tools	36	6	82.2	3.4814	61
3544	Special dies, tools, jigs, & fixtures	102	12	147.1	4.7655	42
3545	Machine-tool accessories	52	10	169.3	8.6466	69
3559	Special-industry machinery n.e.c.	19	5	88.4	1.3968	67
3599	Machinery, except electrical, n.e.c.	63	7	201.3	1.8305	30
3612	Transformers	5	1	53.7	1.8015	83
3711	Motor vehicles & passenger-car bodies	6	5	7,150.2	10.6356	100
3714	Motor-vehicle parts & accessories	29	14	391.3	1.2410	89
3811	Engineering & scientific instruments	7	2	51.9	1.8836	89
Oceana	**All mfg.**	**16**	**4**	**78.2**	**.0045**	**63**
Ogemaw	**All mfg.**	**17**	**2**	**152.0**	**.0088**	**10**
Ontonagon	**All mfg.**	**4**	**3**	**658.3**	**.0381**	**100**
3331	Primary copper	1	1	303.1	5.6459	100
3351	Copper rolling & drawing	1	1	319.4	5.6501	100
Osceola	**All mfg.**	**13**	**6**	**183.1**	**.0106**	**88**
Oscoda	**All mfg.**	**6**	**1**	**27.9**	**.0016**	**44**
Otsego	**All mfg.**	**13**	**2**	**41.7**	**.0024**	**47**
Ottawa	**All mfg.**	**207**	**68**	**1,553.6**	**.0899**	**79**
3714	Motor-vehicle parts & accessories	4	3	82.4	.2613	98
Presque Isle	**All mfg.**	**5**	**1**	**37.2**	**.0022**	**88**
Roscommon	**All mfg.**	**8**	**1**	**25.6**	**.0015**	**55**
Saginaw	**All mfg.**	**138**	**35**	**2,273.4**	**.1316**	**87**
3321	Gray-iron foundries	3	1	366.6	4.4967	98
3322	Malleable-iron foundries	1	1	126.3	15.9429	100
3714	Motor-vehicle parts & accessories	5	5	969.8	3.0757	100
St. Clair	**All mfg.**	**109**	**26**	**1,006.1**	**.0582**	**77**
3351	Copper rolling & drawing	1	1	281.9	4.9867	100
St. Joseph	**All mfg.**	**102**	**34**	**690.6**	**.0400**	**69**
2591	Drapery hardware & blinds & shades	1	1	64.1	9.4837	100
Sanilac	**All mfg.**	**40**	**14**	**236.2**	**.0137**	**74**
Schoolcraft	**All mfg.**	**4**	**2**	**40.5**	**.0023**	**91**
Shiawassee	**All mfg.**	**51**	**17**	**408.4**	**.0236**	**81**
3621	Motors & generators	3	3	74.4	1.2539	100
3714	Motor-vehicle parts & accessories	5	4	104.4	.3311	95
Tuscola	**All mfg.**	**31**	**7**	**265.9**	**.0154**	**80**
Van Buren	**All mfg.**	**60**	**18**	**414.6**	**.0240**	**67**
Washtenaw	**All mfg.**	**158**	**53**	**3,860.3**	**.2234**	**93**
3079	Miscellaneous plastics products	14	5	122.1	.4764	83
3711	Motor vehicles & passenger-car bodies	2	2	1,507.0	2.2416	100
3714	Motor-vehicle parts & accessories	11	10	1,205.1	3.8219	100
Wayne	**All mfg.**	**1,745**	**373**	**31,241.5**	**1.8081**	**89**
2011	Meat-packing plants	15	6	612.6	1.5790	88
2026	Fluid milk	4	3	178.3	1.0598	92
2051	Bread, cake, & related products	21	6	175.0	1.5599	82
2082	Malt beverages	1	1	281.6	3.2588	100
2086	Bottled & canned soft drinks	11	5	156.1	1.2048	87
2091	Canned & cured seafoods	2	1	93.2	5.7403	98
2099	Food preparations n.e.c.	12	4	237.0	2.9437	84
2396	Automotive & apparel trimmings	4	1	166.3	6.3624	94
2653	Corrugated & solid fiber boxes	12	4	80.4	.9549	70
2711	Newspapers	20	4	253.9	1.5786	88
2751	Letterpress commercial printing	40	6	74.2	1.3575	52
2752	Lithographic commercial printing	28	5	156.6	1.3302	45
2812	Alkalies & chlorine	3	2	181.1	8.6066	99
2819	Industrial inorganic chemicals n.e.c.	7	3	162.0	1.5043	83
2821	Plastics materials & synthetic resins	4	3	164.6	1.2003	98
2834	Pharmaceutical preparations	3	1	388.4	2.3422	95
2851	Paints & allied products	19	3	204.3	2.4098	56
2869	Industrial organic chemicals n.e.c.	4	1	493.4	1.6360	92
2899	Chemical preparations n.e.c.	15	3	132.1	2.4775	62
3011	Tires & inner tubes	1	1	166.7	1.6302	100
3079	Miscellaneous plastics products	33	4	119.3	.4654	37
3211	Flat glass	3	2	83.0	3.4743	95
3231	Products of purchased glass	5	3	155.4	5.7823	95
3312	Blast furnaces & steel mills	10	6	2,163.8	4.2794	99
3316	Cold-rolled steel sheet, strip, & bars	13	6	303.4	9.2908	87
3369	Nonferrous foundries n.e.c.	8	4	162.7	14.1935	97
3398	Metal heat treating	22	5	120.3	10.3976	57
3399	Primary metal products n.e.c.	11	3	57.9	5.9709	57
3441	Fabricated structural metal	31	5	129.7	2.1046	62
3442	Metal doors, sash, & trim	18	2	46.9	1.2118	37
3444	Sheet-metal work	23	8	79.2	1.3738	69
3451	Screw-machine products	44	4	85.0	4.0369	30
3452	Bolts, nuts, rivets, & washers	29	7	201.5	5.1271	70
3462	Iron & steel forgings	32	7	261.8	7.5319	73
3465	Automotive stampings	29	12	2,665.8	21.6693	96
3469	Metal stampings n.e.c.	32	9	163.4	2.9017	66
3471	Plating & polishing	38	2	56.1	2.6285	13
3493	Steel springs, except wire	5	3	64.4	10.7405	91
3519	Internal-combustion engines n.e.c.	4	4	1,370.0	14.7389	100
3523	Farm machinery & equipment	3	2	292.1	2.6455	99
3535	Conveyors & conveying equipment	17	7	104.2	4.2289	77
3541	Metal-cutting machine tools	39	5	71.9	3.0452	50
3544	Special dies, tools, jigs, & fixtures	131	7	205.8	6.6671	44
3545	Machine-tool accessories	47	8	94.7	4.8366	50
3559	Special-industry machinery n.e.c.	20	7	133.1	2.1031	72
3567	Industrial-process furnaces & ovens	11	3	28.0	4.3458	70
3569	General industrial machinery n.e.c.	15	7	50.7	2.3259	79
3573	Electronic computing equipment	6	4	681.7	2.8197	99
3599	Machinery, except electrical, n.e.c.	61	4	179.6	1.6331	27
3711	Motor vehicles & passenger-car bodies	17	15	8,865.1	13.1864	100
3714	Motor-vehicle parts & accessories	56	24	3,122.9	9.9041	96
Wexford	**All mfg.**	**34**	**10**	**222.6**	**.0129**	**51**
State Total	**All mfg.**	**7,411**	**1,715**	**104,540.3**	**6.0504**	**86**

MINNESOTA

Aitkin	**All mfg.**	**11**	**3**	**132.6**	**.0077**	**84**
Anoka	**All mfg.**	**50**	**17**	**590.2**	**.0342**	**83**
3444	Sheet-metal work	4	1	55.1	.9557	89
3482	Small-arms ammunition	1	1	50.3	9.6601	100
3621	Motors & generators	1	1	75.8	1.2775	100
Becker	**All mfg.**	**9**	**5**	**115.8**	**.0067**	**87**
Beltrami	**All mfg.**	**6**		**24.9**	**.0014**	**0**
Benton	**All mfg.**	**51**	**15**	**364.3**	**.0211**	**69**
3632	Household refrigerators & freezers	1	1	113.2	3.8290	100
Big Stone	**All mfg.**	**4**		**14.7**	**.0009**	**0**
Blue Earth	**All mfg.**	**51**	**19**	**577.9**	**.0334**	**67**
2751	Letterpress commercial printing	2	2	59.5	1.0886	100
Brown	**All mfg.**	**26**	**4**	**482.6**	**.0279**	**79**
Carlton	**All mfg.**	**8**	**5**	**511.4**	**.0296**	**98**
2621	Paper mills, except building paper	1	1	197.4	1.0619	100
2661	Building-paper & building-board mills	1	1	54.1	8.9466	100
Carver	**All mfg.**	**24**	**6**	**214.8**	**.0124**	**75**
Cass	**All mfg.**	**4**	**1**	**13.6**	**.0008**	**30**
Chippewa	**All mfg.**	**7**	**1**	**28.3**	**.0016**	**35**

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
MINNESOTA (cont.)						
Chisago	All mfg.	12	3	72.2	.0042	63
Clay 86	All mfg.	11	4	119.1	.0069	78
Clearwater	All mfg.	6		27.1	.0016	0
Cook	All mfg.	1		2.9	.0002	0
Cottonwood	All mfg.	8	2	44.1	.0026	40
Crow Wing	All mfg.	21	5	230.5	.0133	78
Dakota 175	All mfg.	80	21	759.1	.0439	68
2645 Die-cut paper & board		4	3	107.8	7.9994	97
Dodge	All mfg.	9	1	48.6	.0028	29
Douglas	All mfg.	10	3	120.6	.0070	84
Faribault	All mfg.	19	9	187.4	.0108	85
Fillmore	All mfg.	8	3	46.0	.0027	64
Freeborn	All mfg.	24	6	596.9	.0345	91
2011 Meat-packing plants		1	1	371.9	.9586	100
Goodhue	All mfg.	34	16	535.0	.0310	81
Hennepin 175	All mfg.	995	305	10,049.2	.5816	78
2041 Flour & other grain-mill products		5	3	531.8	11.3209	95
2051 Bread, cake, & related products		10	5	214.9	1.9155	92
2086 Bottled & canned soft drinks		3	2	149.9	1.1570	98
2431 Millwork		13	2	58.8	1.3582	51
2439 Structural wood members n.e.c.		4	2	46.2	5.2963	92
2711 Newspapers		7	2	137.8	.8567	92
2751 Letterpress commercial printing		35	7	80.7	1.4765	62
2752 Lithographic commercial printing		21	6	174.0	1.4780	69
3069 Fabricated rubber products n.e.c.		8	2	56.0	1.2178	78
3079 Miscellaneous plastics products		41	12	230.6	.8996	69
3361 Aluminum foundries		7	4	120.2	3.5177	94
3444 Sheet-metal work		18	3	50.7	.8794	34
3469 Metal stampings n.e.c.		24	7	93.7	1.6640	55
3471 Plating & polishing		12	4	35.8	1.6774	66
3489 Ordnance & accessories n.e.c.		2	1	75.8	9.2428	98
3523 Farm machinery & equipment		14	4	125.0	1.1321	68
3524 Lawn & garden equipment		2	1	111.9	6.5820	98
3531 Construction machinery		9	5	238.3	1.4667	91
3532 Mining machinery		1	1	66.3	2.3966	100
3535 Conveyors & conveying equipment		10	5	116.1	4.7119	85
3563 Air & gas compressors		3	2	65.9	1.5514	98
3569 General industrial machinery n.e.c.		7	4	32.4	1.4864	83
3573 Electronic computing equipment		16	9	690.1	2.8544	94
3585 Refrigeration & heating equipment		2	1	171.1	.9884	98
3589 Service-industry machinery n.e.c.		5	4	168.0	5.6075	97
3599 Machinery, except electrical, n.e.c.		52	5	221.0	2.0096	43
3631 Household cooking equipment		2	1	125.3	6.3120	98
3679 Electronic components n.e.c.		10	4	60.5	.7976	79
3714 Motor-vehicle parts & accessories		7	4	167.1	.5299	92
3728 Aircraft equipment n.e.c.		2	1	64.5	.8782	97
3769 Space-vehicle equipment n.e.c.		1	1	87.6	9.4754	100
3799 Transportation equipment n.e.c.		2	2	105.9	14.1976	100
3811 Engineering & scientific instruments		5	3	53.1	1.9271	90
3822 Environmental controls		3	3	304.0	16.6996	100
3823 Industrial process-control instruments		5	2	105.2	4.4514	95
3842 Surgical appliances & supplies		6	3	97.0	2.5806	91
3851 Ophthalmic goods		5	3	39.8	5.3244	95
3861 Photographic equipment & supplies		5	2	359.3	2.3522	91
3944 Games, toys, & children's vehicles		6	4	127.6	3.9478	97
3993 Signs & advertising displays		15	3	43.5	2.2289	57
Houston	All mfg.	6	1	25.4	.0015	34
Hubbard	All mfg.	5	1	13.1	.0008	43
Isanti	All mfg.	16	2	54.6	.0032	35
Itasca	All mfg.	14	3	194.1	.0112	78
Jackson	All mfg.	4	3	53.7	.0031	97
Kanabec	All mfg.	3	1	29.9	.0017	79

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Kandiyohi	All mfg.	19	3	90.5	.0052	31
Kittson	All mfg.	1	1	3.9	.0002	100
Koochiching	All mfg.	8	3	107.0	.0062	86
Lac qui Parle	All mfg.	7	2	398.4	.0231	96
Lake	All mfg.	4	1	42.0	.0024	40
Lake of the Woods	All mfg.	2	1	14.4	.0008	88
Le Sueur	All mfg.	15	6	250.7	.0145	72
2033 Canned fruits & vegetables		2	1	132.0	1.7058	96
Lyon	All mfg.	20	9	189.7	.0110	76
McLeod	All mfg.	28	8	421.5	.0244	82
2641 Paper coating & glazing		1	1	190.9	4.4807	100
Martin	All mfg.	14	7	453.3	.0262	92
3599 Machinery, except electrical, n.e.c.		1	1	136.1	1.2376	100
Meeker	All mfg.	16	5	147.0	.0085	65
Mille Lacs	All mfg.	14	4	57.5	.0033	45
Morrison	All mfg.	14	4	108.0	.0063	71
2322 Men's & boys' underwear		1	1	22.6	4.3436	100
Mower	All mfg.	13	3	568.9	.0329	92
2011 Meat-packing plants		1	1	495.8	1.2779	100
Murray	All mfg.	2		15.9	.0009	0
Nicollet	All mfg.	8	2	46.8	.0027	50
Nobles	All mfg.	10	2	248.3	.0144	89
2032 Canned food specialties		1	1	141.0	3.9714	100
Norman	All mfg.	1		2.2	.0001	0
Olmsted 233	All mfg.	35	15	606.5	.0351	86
3573 Electronic computing equipment		1	1	214.1	.8856	100
Otter Tail	All mfg.	23	8	251.4	.0145	62
Pennington	All mfg.	9	2	75.8	.0044	59
Pine	All mfg.	8		41.8	.0024	0
Pipestone	All mfg.	5		16.2	.0009	0
Polk 101	All mfg.	12	3	149.0	.0086	70
Pope	All mfg.	6		14.4	.0008	0
Ramsey 175	All mfg.	393	138	7,598.2	.4398	88
2082 Malt beverages		3	3	319.0	3.6917	100
2641 Paper coating & glazing		2	2	289.9	6.8044	100
2711 Newspapers		5	3	78.2	.4862	95
2721 Periodicals		11	1	107.6	1.4289	74
2731 Book publishing		3	1	155.0	2.5408	97
2751 Letterpress commercial printing		17	7	66.3	1.2130	84
2752 Lithographic commercial printing		4	3	121.1	1.0287	98
2842 Polishes & sanitation goods		3	1	212.2	4.8325	97
2844 Toilet preparations		4	2	188.9	2.0475	92
3079 Miscellaneous plastics products		13	4	131.2	.5119	84
3531 Construction machinery		4	2	181.2	1.1152	94
3573 Electronic computing equipment		6	5	1,491.9	6.1709	99
3599 Machinery, except electrical, n.e.c.		11	2	277.4	2.5225	90
3632 Household refrigerators & freezers		1	1	163.3	5.5236	100
3711 Motor vehicles & passenger-car bodies		2	1	408.9	.6082	98
3769 Space-vehicle equipment n.e.c.		1	1	168.7	18.2477	100
Red Lake	All mfg.	2	1	13.0	.0008	75
Redwood	All mfg.	8	2	68.5	.0040	64
Renville	All mfg.	13	2	77.5	.0045	43
Rice	All mfg.	31	9	301.4	.0174	56
Rock	All mfg.	9	3	73.8	.0043	79
Roseau	All mfg.	3	2	86.3	.0050	98
St. Louis 77	All mfg.	115	26	873.6	.0506	63
2038 Frozen food specialties		3	1	185.6	4.3703	92
Scott 175	All mfg.	32	12	260.5	.0151	70
Sherburne 238	All mfg.	14	3	67.3	.0039	55
Sibley	All mfg.	8	4	46.8	.0027	69
Stearns 238	All mfg.	33	18	410.3	.0237	77
Steele	All mfg.	32	11	332.7	.0193	82
3423 Hand & edge tools n.e.c.		1	1	53.2	1.9519	100
Stevens	All mfg.	7		25.0	.0014	0
Swift	All mfg.	9	2	165.6	.0096	82
3423 Hand & edge tools n.e.c.		1	1	106.5	3.9074	100
Todd	All mfg.	14	3	91.7	.0053	34
Wabasha	All mfg.	9	3	92.1	.0053	58
Wadena	All mfg.	9	1	40.7	.0024	34
Waseca	All mfg.	14	4	151.9	.0088	80
Washington 175	All mfg.	23	7	562.3	.0325	93
2431 Millwork		3	1	174.4	4.0286	98

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Watonwan	**All mfg.**	**13**	**4**	**134.5**	**.0078**	**65**
Winona	**All mfg.**	**53**	**23**	**450.2**	**.0261**	**80**
3469	Metal stampings n.e.c.	1	1	77.2	1.3710	100
Wright 175	**All mfg.**	**25**	**5**	**128.0**	**.0074**	**57**
Yellow Medicine	**All mfg.**	**4**	**3**	**81.8**	**.0047**	**80**
State Total	**All mfg.**	**2,714**	**840**	**32,735.4**	**1.8946**	**80**
MISSISSIPPI						
Adams	**All mfg.**	**21**	**4**	**384.8**	**.0223**	**80**
2611	Pulp mills	1	1	169.5	5.5519	100
3011	Tires & inner tubes	1	1	105.4	1.0307	100
Alcorn	**All mfg.**	**28**	**15**	**421.8**	**.0244**	**86**
3079	Miscellaneous plastics products	2	2	63.2	.2466	100
3661	Telephone & telegraph apparatus	1	1	145.5	1.1445	100
Amite	**All mfg.**	**4**	**2**	**32.6**	**.0019**	**81**
Attala	**All mfg.**	**12**	**4**	**69.9**	**.0040**	**72**
Benton	**All mfg.**	**2**	**1**	**9.1**	**.0005**	**52**
Bolivar	**All mfg.**	**13**	**7**	**268.6**	**.0155**	**94**
2834	Pharmaceutical preparations	1	1	125.9	.7592	100
Calhoun	**All mfg.**	**16**	**9**	**86.2**	**.0050**	**82**
Carroll	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Chickasaw	**All mfg.**	**31**	**13**	**144.3**	**.0084**	**75**
2512	Upholstered wood household furniture	13	4	68.8	2.1572	78
Choctaw	**All mfg.**	**8**	**5**	**46.4**	**.0027**	**84**
Claiborne	**All mfg.**	**8**	**2**	**56.6**	**.0033**	**36**
Clarke	**All mfg.**	**15**	**5**	**93.6**	**.0054**	**62**
Clay	**All mfg.**	**16**	**5**	**457.8**	**.0265**	**92**
2011	Meat-packing plants	1	1	307.9	.7936	100
3443	Fabricated plate work (boiler shops)	1	1	81.5	.9217	100
Coahoma	**All mfg.**	**21**	**7**	**335.6**	**.0194**	**76**
Copiah	**All mfg.**	**22**	**11**	**169.7**	**.0098**	**78**
Covington	**All mfg.**	**9**	**3**	**83.6**	**.0048**	**88**
De Soto 169	**All mfg.**	**41**	**12**	**238.2**	**.0138**	**59**
Forrest 112	**All mfg.**	**37**	**12**	**396.0**	**.0229**	**80**
Franklin	**All mfg.**	**5**		**20.0**	**.0012**	**0**
George	**All mfg.**	**4**	**1**	**12.6**	**.0007**	**63**
Greene	**All mfg.**	**1**	**1**	**6.7**	**.0004**	**100**
Grenada	**All mfg.**	**20**	**7**	**330.9**	**.0192**	**85**
Hancock 32	**All mfg.**	**7**	**1**	**36.1**	**.0021**	**15**
Harrison 32	**All mfg.**	**70**	**20**	**454.4**	**.0263**	**61**
Hinds 120	**All mfg.**	**172**	**50**	**1,436.4**	**.0831**	**66**
2517	Wood TV & radio cabinets	1	1	45.3	12.1155	100
3613	Switchgear & switchboard apparatus	2	2	61.3	1.3160	100
3714	Motor-vehicle parts & accessories	4	2	95.0	.3013	92
Holmes	**All mfg.**	**10**	**2**	**41.8**	**.0024**	**47**
Humphreys	**All mfg.**	**5**	**2**	**26.6**	**.0015**	**73**
Itawamba	**All mfg.**	**16**	**11**	**132.3**	**.0077**	**92**
Jackson 206	**All mfg.**	**46**	**17**	**3,064.1**	**.1773**	**96**
2621	Paper mills, except building paper	1	1	178.2	.9586	100
3444	Sheet-metal work	1	1	78.2	1.3564	100
3731	Ship building & repairing	8	4	1,291.2	15.7874	99
Jasper	**All mfg.**	**6**	**2**	**37.0**	**.0021**	**75**
Jefferson	**All mfg.**	**4**	**2**	**32.8**	**.0019**	**59**
Jefferson Davis	**All mfg.**	**5**	**2**	**20.7**	**.0012**	**59**
Jones	**All mfg.**	**36**	**10**	**421.9**	**.0244**	**52**
2499	Wood products n.e.c.	1	1	83.7	2.8637	100
Kemper	**All mfg.**	**8**	**2**	**34.3**	**.0020**	**52**
Lafayette	**All mfg.**	**6**	**4**	**81.9**	**.0047**	**81**
Lamar 112	**All mfg.**	**13**	**6**	**368.1**	**.0213**	**80**
Lauderdale 170	**All mfg.**	**63**	**16**	**387.7**	**.0224**	**61**
Lawrence	**All mfg.**	**7**	**3**	**112.2**	**.0065**	**91**
Leake	**All mfg.**	**12**	**5**	**97.1**	**.0056**	**74**
Lee	**All mfg.**	**81**	**32**	**740.1**	**.0428**	**78**
2311	Men's & boys' suits & coats	3	3	40.5	1.1164	100
2512	Upholstered wood household furniture	11	3	42.3	1.3263	62
2515	Mattresses & bedsprings	4	2	50.3	3.0489	89
Leflore	**All mfg.**	**22**	**6**	**161.8**	**.0094**	**62**
3931	Musical instruments & parts	1	1	39.4	3.6340	100
Lincoln	**All mfg.**	**22**	**4**	**160.1**	**.0093**	**66**
Lowndes	**All mfg.**	**43**	**17**	**443.4**	**.0257**	**79**
3621	Motors & generators	2	2	59.2	.9977	100
Madison	**All mfg.**	**29**	**12**	**201.3**	**.0117**	**77**
Marion	**All mfg.**	**11**	**5**	**113.5**	**.0066**	**87**
Marshall	**All mfg.**	**13**	**4**	**83.0**	**.0048**	**68**
Monroe	**All mfg.**	**34**	**18**	**283.9**	**.0164**	**85**
2327	Men's & boys' separate trousers	10	10	67.5	3.0968	100
Montgomery	**All mfg.**	**11**	**3**	**60.2**	**.0035**	**51**
Neshoba	**All mfg.**	**9**	**7**	**129.9**	**.0075**	**98**
Newton	**All mfg.**	**15**	**7**	**102.0**	**.0059**	**71**
Noxubee	**All mfg.**	**9**	**4**	**44.6**	**.0026**	**59**
Oktibbeha	**All mfg.**	**18**	**6**	**166.7**	**.0096**	**73**
Panola	**All mfg.**	**23**	**8**	**106.3**	**.0062**	**72**
Pearl River	**All mfg.**	**17**	**4**	**76.3**	**.0044**	**64**
Perry	**All mfg.**	**6**	**3**	**73.3**	**.0042**	**74**
Pike	**All mfg.**	**25**	**10**	**232.1**	**.0134**	**77**
3442	Metal doors, sash, & trim	1	1	54.8	1.4159	100
Pontotoc	**All mfg.**	**23**	**11**	**144.9**	**.0084**	**79**
2512	Upholstered wood household furniture	7	3	37.1	1.1633	83
Prentiss	**All mfg.**	**22**	**12**	**170.6**	**.0099**	**72**
Quitman	**All mfg.**	**5**	**4**	**339.0**	**.0196**	**100**
Rankin 120	**All mfg.**	**16**	**8**	**167.5**	**.0097**	**84**
Scott	**All mfg.**	**25**	**13**	**256.6**	**.0149**	**79**
2016	Poultry-dressing plants	5	5	154.0	2.1519	100
Sharkey	**All mfg.**	**3**	**2**	**16.0**	**.0009**	**79**
Simpson	**All mfg.**	**9**	**2**	**140.8**	**.0081**	**84**
3612	Transformers	1	1	107.0	3.5896	100
Smith	**All mfg.**	**14**	**5**	**98.5**	**.0057**	**73**
Stone 32	**All mfg.**	**7**	**4**	**105.2**	**.0061**	**87**
Sunflower	**All mfg.**	**12**	**7**	**116.5**	**.0067**	**90**
Tallahatchie	**All mfg.**	**6**	**2**	**17.6**	**.0010**	**51**
Tate	**All mfg.**	**4**	**3**	**69.9**	**.0040**	**93**
Tippah	**All mfg.**	**16**	**6**	**102.6**	**.0059**	**78**
Tishomingo	**All mfg.**	**18**	**8**	**120.7**	**.0070**	**60**
2329	Men's & boys' clothing n.e.c.	3	2	24.5	1.8270	93
Tunica	**All mfg.**	**3**	**1**	**31.6**	**.0018**	**59**
Union	**All mfg.**	**20**	**9**	**173.3**	**.0100**	**81**
2512	Upholstered wood household furniture	2	1	55.6	1.7433	95
Walthall	**All mfg.**	**7**	**2**	**36.3**	**.0021**	**68**
Warren	**All mfg.**	**26**	**11**	**518.0**	**.0300**	**56**
3731	Ship building & repairing	2	2	60.2	.7361	100
Washington	**All mfg.**	**53**	**11**	**330.9**	**.0192**	**50**
Wayne	**All mfg.**	**12**	**5**	**93.1**	**.0054**	**68**
Webster	**All mfg.**	**12**	**6**	**55.6**	**.0032**	**83**
Wilkinson	**All mfg.**	**4**	**1**	**17.0**	**.0010**	**54**
Winston	**All mfg.**	**15**	**7**	**115.5**	**.0067**	**81**
Yalobusha	**All mfg.**	**4**	**3**	**71.8**	**.0042**	**96**
Yazoo	**All mfg.**	**19**	**4**	**244.4**	**.0141**	**64**
State Total	**All mfg.**	**1,565**	**578**	**17,186.8**	**.9947**	**78**
MISSOURI						
Adair	**All mfg.**	**9**	**7**	**106.8**	**.0062**	**97**
Atchison	**All mfg.**	**4**	**1**	**80.0**	**.0046**	**86**
Audrain	**All mfg.**	**21**	**8**	**342.8**	**.0198**	**58**
3255	Clay refractories	5	5	163.2	18.5370	100
Barry	**All mfg.**	**21**	**8**	**171.5**	**.0099**	**74**
Barton	**All mfg.**	**4**	**2**	**34.8**	**.0020**	**88**
Bates	**All mfg.**	**4**	**2**	**18.3**	**.0011**	**52**
Benton	**All mfg.**	**4**	**1**	**14.6**	**.0008**	**60**
Bollinger	**All mfg.**	**5**	**2**	**19.0**	**.0011**	**66**
Boone 61	**All mfg.**	**32**	**6**	**227.2**	**.0131**	**63**
3644	Non-current-carrying wiring devices	1	1	75.3	4.2872	100
Buchanan 239	**All mfg.**	**82**	**35**	**1,283.4**	**.0743**	**82**
2011	Meat-packing plants	3	3	270.2	.6964	100
2041	Flour & other grain-mill products	4	4	266.2	5.6668	100
2648	Stationery products	1	1	71.0	8.5666	100
Butler	**All mfg.**	**14**	**4**	**68.4**	**.0040**	**65**
Caldwell	**All mfg.**	**1**	**1**	**9.5**	**.0005**	**100**
Callaway	**All mfg.**	**8**	**4**	**47.6**	**.0028**	**72**
Camden	**All mfg.**	**7**	**1**	**24.5**	**.0014**	**38**
Cape Girardeau	**All mfg.**	**46**	**12**	**460.0**	**.0266**	**82**
Carroll	**All mfg.**	**6**	**2**	**98.8**	**.0057**	**93**
Carter	**All mfg.**	**5**	**1**	**17.1**	**.0010**	**51**

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1980 ($MM Est.): Total Shipments ($Mil.)	1980 ($MM Est.): % Of U.S. Shipments	1980 ($MM Est.): % In Large Plants
MISSOURI (cont.)						
Cass	**132 All mfg.**	**11**	**2**	**43.9**	**.0025**	**59**
Cedar	**All mfg.**	**12**	**4**	**66.8**	**.0039**	**55**
Chariton	**All mfg.**	**4**	**1**	**19.3**	**.0011**	**29**
Christian	**265 All mfg.**	**11**	**2**	**55.5**	**.0032**	**74**
Clark	**All mfg.**	**1**		**9.0**	**.0005**	**0**
Clay	**132 All mfg.**	**70**	**19**	**587.6**	**.0340**	**63**
3357	Nonferrous-wire drawing & insulating	2	2	168.6	1.8063	100
Clinton	**All mfg.**	**4**	**1**	**22.3**	**.0013**	**65**
Cole	**All mfg.**	**15**	**6**	**310.1**	**.0179**	**90**
3612	Transformers	1	1	66.8	2.2410	100
Cooper	**All mfg.**	**13**	**6**	**60.1**	**.0035**	**68**
Crawford	**All mfg.**	**10**	**3**	**34.6**	**.0020**	**57**
Dade	**All mfg.**	**3**		**5.9**	**.0003**	**0**
Dallas	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Daviess	**All mfg.**	**3**	**2**	**7.1**	**.0004**	**86**
Dent	**All mfg.**	**6**	**3**	**34.2**	**.0020**	**84**
Douglas	**All mfg.**	**5**	**2**	**48.2**	**.0028**	**82**
Dunklin	**All mfg.**	**12**	**8**	**160.7**	**.0093**	**90**
3621	Motors & generators	1	1	58.1	.9792	100
Franklin	**240 All mfg.**	**64**	**24**	**426.7**	**.0247**	**68**
Gasconade	**All mfg.**	**20**	**3**	**80.4**	**.0047**	**46**
Gentry	**All mfg.**	**3**	**2**	**24.2**	**.0014**	**89**
Greene	**265 All mfg.**	**111**	**37**	**1,769.4**	**.1024**	**87**
2022	Natural & processed cheese	2	2	464.5	5.1599	100
2654	Sanitary food containers	1	1	116.0	4.8680	100
3041	Rubber & plastic hose & belting	1	1	73.2	4.6749	100
3621	Motors & generators	1	1	50.5	.8511	100
3651	Radio & TV receiving sets	1	1	192.0	2.8409	100
3679	Electronic components n.e.c.	2	1	34.4	.4535	91
Grundy	**All mfg.**	**3**	**2**	**97.0**	**.0056**	**95**
Harrison	**All mfg.**	**4**	**1**	**17.1**	**.0010**	**21**
Henry	**All mfg.**	**13**	**3**	**169.1**	**.0098**	**76**
Hickory	**All mfg.**	**1**		**2.9**	**.0002**	**0**
Holt	**All mfg.**	**1**	**1**	**19.9**	**.0012**	**100**
Howard	**All mfg.**	**7**	**4**	**35.4**	**.0020**	**77**
Howell	**All mfg.**	**25**	**9**	**131.1**	**.0076**	**69**
Iron	**All mfg.**	**5**	**2**	**49.2**	**.0028**	**89**
Jackson	**132 All mfg.**	**501**	**112**	**8,715.9**	**.5044**	**86**
2051	Bread, cake, & related products	7	4	65.0	.5794	88
2337	Women's & misses' suits & coats	6	5	119.3	3.2387	96
2711	Newspapers	8	1	84.4	.5247	83
2771	Greeting-card publishing	2	1	273.0	19.7055	99
2879	Agricultural chemicals n.e.c.	2	2	231.8	6.2312	100
3079	Miscellaneous plastics products	28	6	150.5	.5871	65
3312	Blast furnaces & steel mills	1	1	579.6	1.1463	100
3482	Small-arms ammunition	1	1	100.8	19.3586	100
3523	Farm machinery & equipment	5	2	164.3	1.4880	91
3531	Construction machinery	4	4	140.7	.8660	100
3661	Telephone & telegraph apparatus	1	1	387.8	3.0504	100
3679	Electronic components n.e.c.	3	2	225.6	2.9741	99
3711	Motor vehicles & passenger-car bodies	3	2	1,597.1	2.3756	100
3713	Truck & bus bodies	4	2	48.5	1.6147	95
Jasper	**128 All mfg.**	**90**	**37**	**954.6**	**.0552**	**82**
Jefferson	**240 All mfg.**	**32**	**12**	**452.0**	**.0262**	**87**
Johnson	**All mfg.**	**10**	**4**	**46.4**	**.0027**	**72**
Knox	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Laclede	**All mfg.**	**18**	**5**	**125.9**	**.0073**	**62**
Lafayette	**All mfg.**	**23**	**5**	**82.5**	**.0048**	**37**
Lawrence	**All mfg.**	**24**	**9**	**229.6**	**.0133**	**73**
Lewis	**All mfg.**	**3**	**1**	**16.8**	**.0010**	**68**
Lincoln	**All mfg.**	**5**	**1**	**12.3**	**.0007**	**33**
Linn	**All mfg.**	**10**	**4**	**93.9**	**.0054**	**78**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1980 ($MM Est.): Total Shipments ($Mil.)	1980 ($MM Est.): % Of U.S. Shipments	1980 ($MM Est.): % In Large Plants
Livingston	**All mfg.**	**11**	**4**	**65.2**	**.0038**	**58**
McDonald	**All mfg.**	**8**	**4**	**74.5**	**.0043**	**79**
Macon	**All mfg.**	**4**	**2**	**98.6**	**.0057**	**97**
Madison	**All mfg.**	**7**	**1**	**28.1**	**.0016**	**31**
Maries	**All mfg.**	**6**	**2**	**20.8**	**.0012**	**78**
Marion	**All mfg.**	**25**	**8**	**186.9**	**.0108**	**72**
Miller	**All mfg.**	**15**	**2**	**66.0**	**.0038**	**44**
Mississippi	**All mfg.**	**6**	**1**	**31.1**	**.0018**	**40**
Moniteau	**All mfg.**	**6**	**4**	**54.7**	**.0032**	**89**
Monroe	**All mfg.**	**3**	**2**	**22.3**	**.0013**	**96**
Montgomery	**All mfg.**	**11**	**2**	**38.4**	**.0022**	**32**
Morgan	**All mfg.**	**7**	**2**	**16.5**	**.0010**	**39**
New Madrid	**All mfg.**	**7**	**5**	**116.9**	**.0068**	**95**
Newton	**128 All mfg.**	**21**	**7**	**187.1**	**.0108**	**79**
Nodaway	**All mfg.**	**13**	**3**	**90.2**	**.0052**	**64**
Oregon	**All mfg.**	**4**		**9.2**	**.0005**	**0**
Osage	**All mfg.**	**7**	**1**	**21.2**	**.0012**	**42**
Ozark	**All mfg.**	**1**		**1.8**	**.0001**	**0**
Pemiscot	**All mfg.**	**9**	**6**	**62.5**	**.0036**	**90**
Perry	**All mfg.**	**9**	**3**	**60.8**	**.0035**	**76**
Pettis	**All mfg.**	**32**	**15**	**260.9**	**.0151**	**76**
Phelps	**All mfg.**	**10**	**4**	**63.2**	**.0037**	**63**
Pike	**All mfg.**	**13**	**6**	**165.9**	**.0096**	**84**
Platte	**132 All mfg.**	**2**		**9.3**	**.0005**	**0**
Polk	**All mfg.**	**5**	**2**	**31.7**	**.0018**	**72**
Pulaski	**All mfg.**	**9**	**2**	**29.0**	**.0017**	**62**
Ralls	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Randolph	**All mfg.**	**11**	**6**	**135.9**	**.0079**	**86**
Ray	**132 All mfg.**	**6**	**1**	**23.6**	**.0014**	**40**
Reynolds	**All mfg.**	**3**	**1**	**10.7**	**.0006**	**23**
Ripley	**All mfg.**	**3**	**2**	**19.4**	**.0011**	**91**
St. Charles	**240 All mfg.**	**48**	**11**	**642.0**	**.0372**	**84**
2869	Industrial organic chemicals n.e.c.	1	1	301.8	1.0007	100
3662	Radio & TV communication equipment	1	1	125.5	.5338	100
St. Clair	**All mfg.**	**1**		**3.7**	**.0002**	**0**
Ste. Genevieve	**All mfg.**	**7**	**4**	**88.1**	**.0051**	**95**
St. Francois	**All mfg.**	**22**	**3**	**83.2**	**.0048**	**47**
St. Louis	**240 All mfg.**	**367**	**112**	**4,001.9**	**.2316**	**80**
2086	Bottled & canned soft drinks	5	4	139.1	1.0736	99
2819	Industrial inorganic chemicals n.e.c.	2	2	210.3	1.9528	100
3321	Gray-iron foundries	7	5	65.7	.8059	90
3325	Steel foundries n.e.c.	3	2	51.6	1.9865	96
3585	Refrigeration & heating equipment	2	1	327.1	1.8896	98
3711	Motor vehicles & passenger-car bodies	1	1	582.7	.8667	100
3713	Truck & bus bodies	5	2	187.5	6.2423	98
3714	Motor-vehicle parts & accessories	3	3	76.4	.2423	100
St. Louis Ind. City	**240 All mfg.**	**934**	**243**	**11,701.5**	**.6772**	**83**
2051	Bread, cake, & related products	10	3	97.6	.8700	82
2082	Malt beverages	1	1	750.7	8.6876	100
2099	Food preparations n.e.c.	8	2	218.2	2.7102	84
2311	Men's & boys' suits & coats	10	8	75.6	2.0840	95
2339	Women's & misses' outerwear n.e.c.	7	4	60.4	1.5059	95
2711	Newspapers	9	2	122.6	.7622	91
2751	Letterpress commercial printing	31	4	50.7	.9276	34
2752	Lithographic commercial printing	25	6	159.0	1.3506	62
2833	Medicinals & botanicals	1	1	150.4	5.0921	100
2834	Pharmaceutical preparations	10	5	279.3	1.6843	89
2841	Soap & other detergents	10	6	433.7	5.4504	93
2851	Paints & allied products	20	1	122.0	1.4390	20
2899	Chemical preparations n.e.c.	5	2	247.0	4.6325	94
3079	Miscellaneous plastics products	28	6	117.6	.4588	53
3143	Men's nonathletic footwear	1	1	46.2	2.1165	100
3411	Metal cans	4	4	281.3	3.3047	100
3441	Fabricated structural metal	15	4	93.3	1.5139	81
3443	Fabricated plate work (boiler shops)	11	3	112.2	1.2689	79
3444	Sheet-metal work	19	1	50.2	.8707	39
3469	Metal stampings n.e.c.	11	4	60.8	1.0797	72
3569	General industrial machinery n.e.c.	5	3	38.0	1.7433	95
3612	Transformers	2	1	103.2	3.4622	97
3613	Switchgear & switchboard apparatus	4	4	129.0	2.7693	100
3621	Motors & generators	6	5	145.4	2.4505	99
3711	Motor vehicles & passenger-car bodies	1	1	1,449.6	2.1562	100

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
3714	Motor-vehicle parts & accessories	9	2	143.6	.4554	80
3721	Aircraft	2	1	2,291.0	10.0344	100
3743	Railroad equipment	4	2	161.8	2.7672	96
3822	Environmental controls	3	2	49.0	2.6917	93
3999	Manufactures n.e.c.	9	4	50.0	1.6989	85
Saline	**All mfg.**	**13**	**4**	**283.1**	**.0164**	**87**
Scotland	**All mfg.**	**2**		**5.7**	**.0003**	**0**
Scott	**All mfg.**	**20**	**8**	**123.4**	**.0071**	**64**
Shannon	**All mfg.**	**7**	**4**	**27.1**	**.0016**	**77**
Shelby	**All mfg.**	**2**	**2**	**28.3**	**.0016**	**100**
Stoddard	**All mfg.**	**19**	**11**	**165.0**	**.0095**	**87**
3144	Women's nonathletic footwear	3	3	37.7	2.2525	100
Stone	**All mfg.**	**7**	**4**	**29.6**	**.0017**	**82**
Sullivan	**All mfg.**	**1**	**1**	**14.2**	**.0008**	**100**
Taney	**All mfg.**	**6**	**2**	**34.3**	**.0020**	**51**
Texas	**All mfg.**	**12**	**6**	**105.5**	**.0061**	**88**
Vernon	**All mfg.**	**8**	**5**	**88.8**	**.0051**	**94**
Warren	**All mfg.**	**10**	**2**	**99.5**	**.0058**	**75**
Washington	**All mfg.**	**3**	**1**	**20.2**	**.0012**	**76**
Wayne	**All mfg.**	**5**	**2**	**17.5**	**.0010**	**67**
Webster	**All mfg.**	**10**	**5**	**80.3**	**.0046**	**87**
Worth	**All mfg.**	**1**	**1**	**2.9**	**.0002**	**100**
Wright	**All mfg.**	**6**	**4**	**62.7**	**.0036**	**95**
State Total	**All mfg.**	**3,215**	**967**	**37,759.5**	**2.1854**	**81**

MONTANA

Beaverhead	**All mfg.**	**1**	**1**	**11.1**	**.0006**	**100**
Big Horn	**All mfg.**	**1**		**6.3**	**.0004**	**0**
Broadwater	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Cascade 103	**All mfg.**	**27**	**6**	**667.4**	**.0386**	**77**
3331	Primary copper	1	1	210.0	3.9117	100
Chouteau	**All mfg.**	**1**	**1**	**11.6**	**.0007**	**100**
Custer	**All mfg.**	**3**	**1**	**14.1**	**.0008**	**36**
Dawson	**All mfg.**	**7**		**22.3**	**.0013**	**0**
Deer Lodge	**All mfg.**	**3**	**2**	**247.9**	**.0143**	**99**
3331	Primary copper	1	1	222.2	4.1390	100
Fergus	**All mfg.**	**6**		**20.9**	**.0012**	**0**
Flathead	**All mfg.**	**28**	**5**	**310.3**	**.0180**	**63**
Gallatin	**All mfg.**	**20**	**3**	**101.8**	**.0059**	**39**
Glacier	**All mfg.**	**3**	**1**	**91.8**	**.0053**	**8**
Hill	**All mfg.**	**5**		**16.9**	**.0010**	**0**
Jefferson	**All mfg.**	**2**		**15.4**	**.0009**	**0**
Lake	**All mfg.**	**4**	**1**	**13.1**	**.0008**	**51**
Lewis and Clark	**All mfg.**	**17**	**4**	**126.3**	**.0073**	**70**
Lincoln	**All mfg.**	**5**	**1**	**132.9**	**.0077**	**88**
2421	General sawmills & planing mills	3	1	121.3	.9732	97
Meagher	**All mfg.**	**1**	**1**	**11.1**	**.0006**	**100**
Mineral	**All mfg.**	**1**	**1**	**16.0**	**.0009**	**100**
Missoula 176	**All mfg.**	**27**	**6**	**278.2**	**.0161**	**74**
2421	General sawmills & planing mills	4	2	84.9	.6812	94
Park	**All mfg.**	**7**		**16.6**	**.0010**	**0**
Phillips	**All mfg.**	**1**		**7.5**	**.0004**	**0**
Pondera	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Powell	**All mfg.**	**1**		**5.3**	**.0003**	**0**
Ravalli	**All mfg.**	**6**		**34.1**	**.0020**	**0**
Richland	**All mfg.**	**4**	**1**	**43.2**	**.0025**	**72**
Roosevelt	**All mfg.**	**6**	**1**	**23.0**	**.0013**	**29**
Sanders	**All mfg.**	**4**	**2**	**35.6**	**.0021**	**67**
Sheridan	**All mfg.**	**1**		**3.6**	**.0002**	**0**
Silver Bow	**All mfg.**	**12**	**2**	**62.3**	**.0036**	**61**
Stillwater	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Valley	**All mfg.**	**3**		**6.6**	**.0004**	**0**
Yellowstone 31	**All mfg.**	**47**	**9**	**1,499.1**	**.0868**	**92**
State Total	**All mfg.**	**257**	**49**	**3,857.3**	**.2232**	**77**

NEBRASKA

Adams	**All mfg.**	**25**	**5**	**152.1**	**.0088**	**33**
Antelope	**All mfg.**	**2**		**14.0**	**.0008**	**0**
Box Butte	**All mfg.**	**5**	**2**	**25.9**	**.0015**	**41**
Buffalo	**All mfg.**	**22**	**9**	**232.1**	**.0134**	**63**
Burt	**All mfg.**	**1**	**1**	**6.6**	**.0004**	**100**
Butler	**All mfg.**	**1**	**1**	**4.1**	**.0002**	**100**
Cass	**All mfg.**	**6**	**1**	**51.8**	**.0030**	**70**
Cedar	**All mfg.**	**1**		**23.1**	**.0013**	**0**
Chase	**All mfg.**	**1**		**8.0**	**.0005**	**0**
Cheyenne	**All mfg.**	**7**	**2**	**92.7**	**.0054**	**27**
Clay	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Colfax	**All mfg.**	**3**	**2**	**166.2**	**.0096**	**94**
Cuming	**All mfg.**	**5**	**2**	**98.3**	**.0057**	**85**
Custer	**All mfg.**	**4**	**1**	**21.8**	**.0013**	**72**
Dakota 259	**All mfg.**	**8**	**2**	**652.4**	**.0378**	**96**
2011	Meat-packing plants	1	1	619.8	1.5975	100
Dawson	**All mfg.**	**22**	**6**	**319.6**	**.0185**	**60**
Deuel	**All mfg.**	**1**		**12.4**	**.0007**	**0**
Dixon	**All mfg.**	**1**	**1**	**8.4**	**.0005**	**100**
Dodge	**All mfg.**	**33**	**8**	**528.5**	**.0306**	**69**
2011	Meat-packing plants	2	1	256.5	.6611	97
Douglas 200	**All mfg.**	**235**	**69**	**3,657.5**	**.2117**	**77**
2011	Meat-packing plants	20	6	719.9	1.8555	75
3523	Farm machinery & equipment	4	2	116.9	1.0587	92
3561	Pumps & pumping equipment	4	1	53.5	1.5887	92
3661	Telephone & telegraph apparatus	1	1	565.7	4.4497	100
Fillmore	**All mfg.**	**1**		**2.9**	**.0002**	**0**
Furnas	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Gage	**All mfg.**	**11**	**4**	**108.9**	**.0063**	**66**
Garden	**All mfg.**	**1**	**1**	**5.4**	**.0003**	**100**
Garfield	**All mfg.**	**1**		**6.3**	**.0004**	**0**
Hall	**All mfg.**	**35**	**9**	**443.1**	**.0256**	**75**
3523	Farm machinery & equipment	5	2	167.7	1.5188	94
Hamilton	**All mfg.**	**4**	**1**	**21.2**	**.0012**	**31**
Harlan	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Hitchcock	**All mfg.**	**2**	**1**	**15.3**	**.0009**	**81**
Holt	**All mfg.**	**2**	**1**	**21.7**	**.0013**	**57**
Hooker	**All mfg.**	**1**		**8.6**	**.0005**	**0**
Jefferson	**All mfg.**	**6**	**3**	**38.9**	**.0023**	**43**
Johnson	**All mfg.**	**1**	**1**	**13.8**	**.0008**	**100**
Kearney	**All mfg.**	**2**		**17.1**	**.0010**	**0**
Keith	**All mfg.**	**3**	**1**	**30.5**	**.0018**	**91**
Kimball	**All mfg.**	**2**		**7.5**	**.0004**	**0**
Lancaster 152	**All mfg.**	**87**	**36**	**1,456.3**	**.0843**	**87**
3041	Rubber & plastic hose & belting	1	1	87.9	5.6137	100
Lincoln	**All mfg.**	**3**		**27.7**	**.0016**	**0**
Madison	**All mfg.**	**26**	**9**	**347.0**	**.0201**	**67**
Merrick	**All mfg.**	**2**	**1**	**10.5**	**.0006**	**63**
Morrill	**All mfg.**	**1**	**1**	**36.5**	**.0021**	**100**
Nemaha	**All mfg.**	**6**	**3**	**43.6**	**.0025**	**67**
Nuckolls	**All mfg.**	**3**	**2**	**65.7**	**.0038**	**79**
Otoe	**All mfg.**	**10**	**3**	**68.0**	**.0039**	**56**
Pawnee	**All mfg.**	**1**		**.9**	**.0001**	**0**
Phelps	**All mfg.**	**5**	**1**	**56.2**	**.0033**	**70**
Pierce	**All mfg.**	**1**		**6.8**	**.0004**	**0**
Platte	**All mfg.**	**23**	**7**	**269.7**	**.0156**	**78**
3676	Electronic resistors	1	1	53.3	6.7010	100
Polk	**All mfg.**	**2**		**2.8**	**.0002**	**0**
Red Willow	**All mfg.**	**11**	**2**	**58.5**	**.0034**	**44**
Richardson	**All mfg.**	**7**	**1**	**53.3**	**.0031**	**47**
Rock	**All mfg.**	**1**		**6.4**	**.0004**	**0**
Saline	**All mfg.**	**10**	**5**	**233.0**	**.0135**	**87**
Sarpy 200	**All mfg.**	**5**	**3**	**84.4**	**.0049**	**78**
Saunders	**All mfg.**	**7**		**31.7**	**.0018**	**0**
Scotts Bluff	**All mfg.**	**21**	**7**	**324.1**	**.0188**	**56**
Seward	**All mfg.**	**2**	**2**	**38.5**	**.0022**	**100**
Sheridan	**All mfg.**	**2**		**30.9**	**.0018**	**0**
Thayer	**All mfg.**	**3**	**1**	**27.4**	**.0016**	**91**
Thurston	**All mfg.**	**3**	**1**	**17.5**	**.0010**	**47**
Valley	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Washington	**All mfg.**	**4**	**2**	**49.2**	**.0028**	**89**
Wayne	**All mfg.**	**2**		**4.8**	**.0003**	**0**
Webster	**All mfg.**	**2**		**11.1**	**.0006**	**0**
York	**All mfg.**	**13**	**2**	**92.1**	**.0053**	**44**
State Total	**All mfg.**	**722**	**223**	**10,282.2**	**.5951**	**74**

County SIC	Metro Area Industry		Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
NEVADA							
Carson City		**All mfg.**	**6**	**1**	**23.7**	**.0014**	**46**
Churchill		**All mfg.**	**1**		**8.4**	**.0005**	**0**
Clark	**146**	**All mfg.**	**35**	**9**	**401.1**	**.0232**	**73**
Douglas		**All mfg.**	**2**	**1**	**35.9**	**.0021**	**91**
Elko		**All mfg.**	**1**		**1.0**	**.0001**	**0**
Esmeralda		**All mfg.**	**1**		**2.4**	**.0001**	**0**
Humboldt		**All mfg.**	**1**		**1.0**	**.0001**	**0**
Lander		**All mfg.**	**1**		**11.8**	**.0007**	**0**
Lyon		**All mfg.**	**3**	**1**	**51.5**	**.0030**	**48**
Nye		**All mfg.**	**1**		**.8**	**.0000**	**0**
Pershing		**All mfg.**	**1**		**7.3**	**.0004**	**0**
Washoe	**228**	**All mfg.**	**54**	**13**	**428.0**	**.0248**	**68**
White Pine		**All mfg.**	**1**	**1**	**70.8**	**.0041**	**100**
State Total		**All mfg.**	**108**	**26**	**1,043.7**	**.0604**	**69**
NEW HAMPSHIRE							
Belknap		**All mfg.**	**43**	**16**	**240.9**	**.0139**	**70**
Carroll		**All mfg.**	**17**	**5**	**60.7**	**.0035**	**64**
Cheshire		**All mfg.**	**75**	**24**	**368.7**	**.0213**	**61**
Coos		**All mfg.**	**16**	**7**	**402.6**	**.0233**	**94**
2611	Pulp mills		2	1	285.4	9.3482	97
Grafton		**All mfg.**	**51**	**14**	**261.4**	**.0151**	**67**
Hillsborough	**164**	**All mfg.**	**315**	**121**	**2,786.0**	**.1612**	**81**
2253	Knit-outerwear mills		5	5	78.0	2.9497	100
2641	Paper coating & glazing		3	2	222.4	5.2200	98
3021	Rubber & plastic footwear		3	3	40.5	6.8737	100
3079	Miscellaneous plastics products		20	7	110.4	.4307	70
3144	Women's nonathletic footwear		5	4	43.5	2.5990	94
3149	Nonrubber footwear n.e.c.		5	3	14.6	1.9797	90
3573	Electronic computing equipment		9	4	204.2	.8446	90
3613	Switchgear & switchboard apparatus		4	3	73.1	1.5693	98
3662	Radio & TV communication equipment		4	2	205.4	.8737	95
3679	Electronic components n.e.c.		17	8	88.5	1.1667	85
3811	Engineering & scientific instruments		2	1	48.3	1.7529	97
3825	Electricity-measuring instruments		2	2	64.1	1.6462	100
Merrimack		**All mfg.**	**86**	**30**	**610.6**	**.0353**	**78**
2751	Letterpress commercial printing		4	1	29.3	.5361	91
Rockingham	**39**	**All mfg.**	**124**	**40**	**1,162.0**	**.0673**	**79**
3069	Fabricated rubber products n.e.c.		2	2	41.4	.9003	100
3149	Nonrubber footwear n.e.c.		5	5	21.8	2.9559	100
Strafford		**All mfg.**	**60**	**23**	**699.8**	**.0405**	**85**
3069	Fabricated rubber products n.e.c.		2	2	144.4	3.1401	100
3144	Women's nonathletic footwear		8	7	67.5	4.0330	98
3612	Transformers		1	1	71.3	2.3920	100
Sullivan		**All mfg.**	**37**	**13**	**313.8**	**.0182**	**80**
3532	Mining machinery		1	1	69.5	2.5123	100
State Total		**All mfg.**	**824**	**293**	**6,906.5**	**.3997**	**79**
NEW JERSEY							
Atlantic	**20**	**All mfg.**	**87**	**26**	**680.1**	**.0394**	**71**
2311	Men's & boys' suits & coats		5	5	59.6	1.6429	100
3262	Vitreous china food utensils		1	1	33.4	12.9007	100
Bergen	**194**	**All mfg.**	**1,122**	**294**	**8,976.3**	**.5195**	**71**
2052	Cookies & crackers		2	2	176.4	5.1876	100
2253	Knit-outerwear mills		11	6	125.0	4.7271	90
2335	Women's & misses' dresses		15	3	59.1	1.0932	67
2651	Folding paperboard boxes		10	3	63.6	2.2257	73
2653	Corrugated & solid fiber boxes		11	9	118.9	1.4122	89
2711	Newspapers		7	3	65.8	.4091	91
2721	Periodicals		12	4	180.0	2.3903	89

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 1[illegible] employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry		Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
2731	Book publishing		12	8	320.2	5.2488	95
2732	Book printing		3	2	79.4	3.7967	98
2751	Letterpress commercial printing		26	6	52.1	.9532	59
2752	Lithographic commercial printing		30	3	176.6	1.5001	37
2833	Medicinals & botanicals		7	1	132.8	4.4962	70
2834	Pharmaceutical preparations		11	4	126.7	.7641	68
2842	Polishes & sanitation goods		10	3	108.0	2.4595	65
2844	Toilet preparations		13	9	449.9	4.8766	95
2869	Industrial organic chemicals n.e.c.		17	6	443.8	1.4716	73
3079	Miscellaneous plastics products		43	19	224.8	.8770	74
3429	Hardware n.e.c.		6	2	85.9	1.3644	86
3494	Valves & pipe fittings		8	6	78.8	1.1396	96
3499	Fabricated metal products n.e.c.		11	3	60.5	1.4408	66
3572	Typewriters		1	1	168.9	6.5715	100
3599	Machinery, except electrical, n.e.c.		20	1	69.5	.6320	39
3621	Motors & generators		4	3	88.8	1.4966	99
3662	Radio & TV communication equipment		14	6	244.6	1.0404	90
3679	Electronic components n.e.c.		18	3	44.9	.5919	59
3728	Aircraft equipment n.e.c.		5	1	122.1	1.6624	89
3811	Engineering & scientific instruments		9	2	72.4	2.6276	79
3841	Surgical & medical instruments		7	3	91.0	3.5319	90
3842	Surgical appliances & supplies		7	4	86.6	2.3039	90
3861	Photographic equipment & supplies		11	4	242.9	1.5902	80
3944	Games, toys, & children's vehicles		6	3	63.6	1.9677	93
Burlington	**211**	**All mfg.**	**199**	**59**	**1,653.4**	**.0957**	**78**
3662	Radio & TV communication equipment		6	3	223.1	.9489	94
3944	Games, toys, & children's vehicles		2	2	56.7	1.7542	100
Camden	**211**	**All mfg.**	**334**	**89**	**2,592.8**	**.1501**	**72**
2032	Canned food specialties		2	1	194.0	5.4642	94
3211	Flat glass		2	1	102.4	4.2863	98
3296	Mineral wool		3	3	210.2	7.7476	100
3662	Radio & TV communication equipment		11	5	194.2	.8260	89
Cape May		**All mfg.**	**25**	**4**	**86.7**	**.0050**	**39**
Cumberland	**285**	**All mfg.**	**123**	**49**	**1,038.6**	**.0601**	**78**
2311	Men's & boys' suits & coats		7	7	56.2	1.5492	100
3221	Glass containers		5	4	177.0	6.3133	99
3229	Pressed & blown glass n.e.c.		4	2	55.9	3.4459	98
3231	Products of purchased glass		15	4	95.6	3.5572	53
Essex	**185**	**All mfg.**	**937**	**190**	**6,982.8**	**.4041**	**68**
2051	Bread, cake, & related products		9	5	87.3	.7782	91
2082	Malt beverages		2	2	431.6	4.9947	100
2381	Fabric dress & work gloves		2	1	23.5	5.8356	93
2655	Fiber cans, drums, & similar products		3	1	73.6	6.2740	90
2751	Letterpress commercial printing		24	4	45.4	.8306	49
2833	Medicinals & botanicals		4	2	1,070.5	36.2439	99
2834	Pharmaceutical preparations		5	4	152.6	.9203	98
2851	Paints & allied products		23	5	205.5	2.4239	57
2865	Cyclic crudes & intermediates		9	4	270.0	3.9814	83
3079	Miscellaneous plastics products		33	7	142.7	.5567	55
3499	Fabricated metal products n.e.c.		11	2	68.2	1.6241	72
3544	Special dies, tools, jigs, & fixtures		21	2	28.8	.9330	37
3599	Machinery, except electrical, n.e.c.		13	1	80.0	.7275	59
3612	Transformers		3	1	91.8	3.0797	97
3634	Electric housewares & fans		2	1	73.6	2.2401	97
3641	Electric lamps		7	5	153.5	7.5608	93
3662	Radio & TV communication equipment		14	5	159.6	.6789	75
3679	Electronic components n.e.c.		24	8	114.3	1.5068	84
3825	Electricity-measuring instruments		4	3	57.2	1.4690	98
3829	Measuring & controlling devices n.e.c.		7	1	66.0	3.9134	83
3911	Precious-metal jewelry		19	6	109.6	4.4777	65
3944	Games, toys, & children's vehicles		4	2	62.8	1.9429	95
3993	Signs & advertising displays		8	3	38.8	1.9881	74
3999	Manufactures n.e.c.		10	2	68.5	2.3276	69
Gloucester	**211**	**All mfg.**	**120**	**27**	**2,641.0**	**.1528**	**91**
2911	Petroleum refining		1	1	1,780.0	1.1381	100
3652	Phonograph records & pre-recorded tape		1	1	115.1	7.9687	100
Hudson	**125**	**All mfg.**	**753**	**171**	**7,553.3**	**.4372**	**77**
2095	Roasted coffee		2	2	917.9	12.8734	100
2253	Knit-outerwear mills		31	5	78.4	2.9649	38
2335	Women's & misses' dresses		25	4	73.3	1.3559	47
2337	Women's & misses' suits & coats		42	3	192.3	5.2204	30
2339	Women's & misses' outerwear n.e.c.		15	6	48.0	1.1968	65

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2342	Brassieres, girdles, & allied garments	6	1	52.5	6.4671	87
2653	Corrugated & solid fiber boxes	10	6	85.2	1.0119	85
2844	Toilet preparations	3	2	494.6	5.3611	99
2869	Industrial organic chemicals n.e.c.	7	4	352.7	1.1695	91
3079	Miscellaneous plastics products	23	7	130.5	.5091	59
3171	Women's handbags & purses	6	5	84.3	14.1752	99
3221	Glass containers	3	3	68.9	2.4576	100
3357	Nonferrous-wire drawing & insulating	2	2	362.0	3.8783	100
3661	Telephone & telegraph apparatus	1	1	969.7	7.6275	100
3731	Ship building & repairing	4	4	64.9	.7935	100
3999	Manufactures n.e.c.	8	1	109.3	3.7139	88
Hunterdon	**All mfg.**	**66**	**21**	**528.2**	**.0306**	**70**
Mercer 277	**All mfg.**	**235**	**75**	**1,980.4**	**.1146**	**79**
2711	Newspapers	7	5	69.8	.4340	93
3069	Fabricated rubber products n.e.c.	6	5	39.3	.8546	93
3079	Miscellaneous plastics products	8	5	83.7	.3265	90
3429	Hardware n.e.c.	1	1	228.2	3.6246	100
3585	Refrigeration & heating equipment	3	3	209.6	1.2108	100
3643	Current-carrying wiring devices	1	1	32.0	1.5924	100
3662	Radio & TV communication equipment	6	2	120.5	.5125	81
3996	Hard-surface floor coverings n.e.c.	2	2	75.2	11.7776	100
Middlesex 188	**All mfg.**	**648**	**207**	**9,793.3**	**.5668**	**85**
2052	Cookies & crackers	2	1	88.2	2.5938	93
2647	Sanitary paper products	4	2	269.8	4.4177	95
2819	Industrial inorganic chemicals n.e.c.	12	5	120.9	1.1227	80
2821	Plastics materials & synthetic resins	10	5	174.6	1.2732	86
2833	Medicinals & botanicals	3	2	399.5	13.5259	98
2834	Pharmaceutical preparations	8	6	486.0	2.9308	99
2844	Toilet preparations	12	9	1,003.0	10.8718	93
2869	Industrial organic chemicals n.e.c.	10	4	563.2	1.8675	78
3079	Miscellaneous plastics products	34	9	155.4	.6063	50
3331	Primary copper	1	1	202.1	3.7646	100
3356	Nonferrous rolling & drawing n.e.c.	2	2	284.4	7.9127	100
3357	Nonferrous-wire drawing & insulating	6	4	240.3	2.5745	94
3411	Metal cans	6	5	182.4	2.1428	94
3585	Refrigeration & heating equipment	5	4	316.6	1.8290	99
3679	Electronic components n.e.c.	15	7	48.6	.6407	84
3711	Motor vehicles & passenger-car bodies	2	2	632.0	.9401	100
3944	Games, toys, & children's vehicles	9	6	166.5	5.1513	96
Monmouth 154	**All mfg.**	**243**	**55**	**2,049.1**	**.1186**	**77**
2654	Sanitary food containers	2	1	109.4	4.5910	98
3221	Glass containers	2	2	55.7	1.9867	100
3573	Electronic computing equipment	4	3	221.1	.9145	97
3679	Electronic components n.e.c.	11	3	37.8	.4983	65
Morris 185	**All mfg.**	**320**	**107**	**3,301.3**	**.1911**	**78**
2834	Pharmaceutical preparations	5	4	256.6	1.5474	97
3079	Miscellaneous plastics products	28	11	171.1	.6675	72
3483	Ammunition, except small-arms, n.e.c.	1	1	120.3	14.1780	100
3662	Radio & TV communication equipment	7	4	188.4	.8014	94
3679	Electronic components n.e.c.	11	5	37.6	.4957	76
Ocean	**All mfg.**	**65**	**12**	**558.4**	**.0323**	**74**
2865	Cyclic crudes & intermediates	1	1	277.4	4.0905	100
Passaic 207	**All mfg.**	**712**	**151**	**5,041.3**	**.2918**	**67**
2051	Bread, cake, & related products	5	2	107.1	.9546	92
2261	Cotton-finishing plants	21	6	36.8	3.6760	50
2337	Women's & misses' suits & coats	29	6	164.1	4.4549	40
2821	Plastics materials & synthetic resins	4	3	167.0	1.2178	96
2844	Toilet preparations	4	4	275.8	2.9895	100
2865	Cyclic crudes & intermediates	9	3	242.8	3.5803	80
2869	Industrial organic chemicals n.e.c.	6	2	303.3	1.0057	87
3079	Miscellaneous plastics products	30	8	161.8	.6312	64
3411	Metal cans	4	4	141.3	1.6600	100
3535	Conveyors & conveying equipment	7	3	68.9	2.7963	87
3576	Scales & balances, except laboratory	2	2	64.0	10.7203	100
3662	Radio & TV communication equipment	7	3	92.5	.3934	83
3679	Electronic components n.e.c.	14	3	161.2	2.1251	91
3861	Photographic equipment & supplies	2	1	180.5	1.1817	97
Salem 295	**All mfg.**	**27**	**10**	**1,178.7**	**.0682**	**95**
2869	Industrial organic chemicals n.e.c.	1	1	905.6	3.0028	100
Somerset 185	**All mfg.**	**138**	**40**	**2,573.8**	**.1490**	**86**
2821	Plastics materials & synthetic resins	2	1	303.9	2.2160	99
2834	Pharmaceutical preparations	3	3	270.6	1.6319	100

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2865	Cyclic crudes & intermediates	5	2	516.0	7.6089	94
3292	Asbestos products	1	1	85.8	6.5312	100
3674	Semiconductors & related devices	2	2	159.4	2.1218	100
3842	Surgical appliances & supplies	1	1	126.0	3.3521	100
Sussex	**All mfg.**	**33**	**10**	**261.3**	**.0151**	**72**
Union 185	**All mfg.**	**737**	**197**	**11,330.6**	**.6558**	**87**
2052	Cookies & crackers	2	1	83.8	2.4644	98
2834	Pharmaceutical preparations	14	10	1,196.5	7.2155	98
2911	Petroleum refining	2	2	3,824.1	2.4450	100
3079	Miscellaneous plastics products	43	11	190.7	.7440	59
3452	Bolts, nuts, rivets, & washers	8	3	97.0	2.4681	87
3469	Metal stampings n.e.c.	18	5	66.7	1.1845	51
3544	Special dies, tools, jigs, & fixtures	31	3	43.7	1.4157	31
3549	Metalworking machinery n.e.c.	2	1	39.6	5.2744	96
3562	Ball & roller bearings	1	1	52.0	2.3221	100
3599	Machinery, except electrical, n.e.c.	15	3	87.4	.7947	67
3636	Sewing machines	2	1	76.0	19.4224	96
3643	Current-carrying wiring devices	5	2	46.9	2.3338	90
3661	Telephone & telegraph apparatus	2	2	104.6	8228	100
3679	Electronic components n.e.c.	13	6	191.4	2.5232	94
3711	Motor vehicles & passenger-car bodies	1	1	984.6	1.4645	100
Warren 7	**All mfg.**	**80**	**23**	**763.2**	**.0442**	**74**
3561	Pumps & pumping equipment	1	1	119.4	3.5457	100
State Total	**All mfg.**	**7,004**	**1,817**	**71,565.1**	**4.1419**	**78**

NEW MEXICO

Bernalillo 5	**All mfg.**	**141**	**41**	**1,389.3**	**.0804**	**83**
3661	Telephone & telegraph apparatus	1	1	101.1	.7952	100
3662	Radio & TV communication equipment	4	2	140.5	.5976	95
3724	Aircraft engines & engine parts	1	1	115.5	1.0667	100
3728	Aircraft equipment n.e.c.	2	1	76.6	1.0429	98
3769	Space-vehicle equipment n.e.c.	1	1	88.5	9.5727	100
Catron	**All mfg.**	**1**	**1**	**14.0**	**.0008**	**100**
Chaves	**All mfg.**	**21**	**3**	**256.9**	**.0149**	**75**
Colfax	**All mfg.**	**6**	**2**	**67.8**	**.0039**	**84**
Curry	**All mfg.**	**7**	**1**	**40.1**	**.0023**	**14**
Dona Ana 145	**All mfg.**	**19**	**5**	**288.3**	**.0167**	**76**
2032	Canned food specialties	1	1	141.0	3.9714	100
Eddy	**All mfg.**	**18**	**6**	**494.7**	**.0286**	**88**
Grant	**All mfg.**	**2**		**3.1**	**.0002**	**0**
Hidalgo	**All mfg.**	**1**	**1**	**94.9**	**.0055**	**100**
Lea	**All mfg.**	**15**	**4**	**552.2**	**.0320**	**62**
Lincoln	**All mfg.**	**1**		**2.6**	**.0002**	**0**
Luna	**All mfg.**	**6**	**2**	**41.1**	**.0024**	**52**
McKinley	**All mfg.**	**16**	**3**	**256.9**	**.0149**	**27**
Otero	**All mfg.**	**9**	**2**	**57.0**	**.0033**	**45**
Quay	**All mfg.**	**5**	**1**	**22.9**	**.0013**	**49**
Rio Arriba	**All mfg.**	**4**		**13.1**	**.0008**	**0**
Roosevelt	**All mfg.**	**8**	**1**	**49.7**	**.0029**	**32**
Sandoval 5	**All mfg.**	**5**		**10.6**	**.0006**	**0**
San Juan	**All mfg.**	**17**	**2**	**434.0**	**.0251**	**49**
San Miguel	**All mfg.**	**4**		**13.8**	**.0008**	**0**
Santa Fe 251	**All mfg.**	**10**	**1**	**41.0**	**.0024**	**32**
Socorro	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Taos	**All mfg.**	**3**		**3.7**	**.0002**	**0**
Torrance	**All mfg.**	**1**		**3.6**	**.0002**	**0**
Valencia	**All mfg.**	**6**		**33.5**	**.0019**	**0**
State Total	**All mfg.**	**327**	**76**	**4,187.2**	**.2423**	**69**

For more data

Information for S&MM's *Survey of Industrial Purchasing Power* is developed by Economic Information Systems from its data base of all types of industrial establishments with 20 or more employees. The *Survey* taps just a small portion of EIS's files. For example, the company can provide data for industry classifications down to the 7-digit SIC level. For more information, contact EIS at 310 Madison Ave., New York, NY 10017; 212-697-6080.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
NEW YORK						
Albany	**4 All mfg.**	**129**	**43**	**1,549.2**	**.0897**	**83**
3291	Abrasive products	1	1	104.7	4.2840	100
3312	Blast furnaces & steel mills	1	1	174.0	.3441	100
3489	Ordnance & accessories n.e.c.	1	1	124.6	15.1933	100
Allegany	**All mfg.**	**17**	**6**	**370.9**	**.0215**	**92**
3443	Fabricated plate work (boiler shops)	2	1	76.4	.8640	98
3511	Turbines & turbine-generator set units	1	1	125.3	3.3666	100
3612	Transformers	1	1	53.4	1.7915	100
Bronx	**194 All mfg.**	**347**	**63**	**2,377.8**	**.1376**	**67**
2753	Engraving & plate printing	1	1	26.9	8.0107	100
3079	Miscellaneous plastics products	20	4	103.0	.4018	58
3444	Sheet-metal work	9	3	48.7	.8447	72
Broome	**33 All mfg.**	**120**	**42**	**2,353.6**	**.1362**	**92**
3143	Men's nonathletic footwear	1	1	39.6	1.8141	100
3573	Electronic computing equipment	1	1	910.0	3.7640	100
3662	Radio & TV communication equipment	2	1	266.5	1.1336	98
3679	Electronic components n.e.c.	9	7	124.6	1.6426	97
3861	Photographic equipment & supplies	2	2	313.9	2.0550	100
Cattaraugus	**All mfg.**	**63**	**24**	**660.6**	**.0382**	**74**
3563	Air & gas compressors	1	1	162.0	8.7303	100
Cayuga	**All mfg.**	**42**	**15**	**500.9**	**.0290**	**81**
3674	Semiconductors & related devices	2	2	72.4	.9637	100
Chautauqua	**123 All mfg.**	**131**	**55**	**1,349.7**	**.0781**	**81**
2033	Canned fruits & vegetables	5	4	128.7	1.6631	99
2511	Wood household furniture	11	7	55.0	1.1761	84
3562	Ball & roller bearings	1	1	53.9	2.4069	100
Chemung	**80 All mfg.**	**62**	**22**	**855.0**	**.0495**	**86**
2033	Canned fruits & vegetables	1	1	114.0	1.4732	100
3221	Glass containers	1	1	51.0	1.8191	100
Chenango	**All mfg.**	**35**	**15**	**513.8**	**.0297**	**85**
2834	Pharmaceutical preparations	1	1	176.2	1.0626	100
Clinton	**All mfg.**	**20**	**10**	**273.8**	**.0158**	**85**
Columbia	**All mfg.**	**31**	**10**	**185.2**	**.0107**	**66**
Cortland	**All mfg.**	**26**	**13**	**696.2**	**.0403**	**93**
3572	Typewriters	1	1	518.6	20.1774	100
Delaware	**All mfg.**	**22**	**9**	**372.0**	**.0215**	**89**
3678	Electronic connectors	1	1	182.7	11.1131	100
Dutchess	**219 All mfg.**	**93**	**39**	**1,362.2**	**.0788**	**89**
2732	Book printing	1	1	84.0	4.0166	100
3573	Electronic computing equipment	1	1	428.3	1.7716	100
3674	Semiconductors & related devices	3	2	216.2	2.8779	98
3679	Electronic components n.e.c.	2	2	102.6	1.3526	100
Erie	**45 All mfg.**	**578**	**201**	**9,599.2**	**.5556**	**87**
2041	Flour & other grain-mill products	6	5	289.9	6.1714	98
2311	Men's & boys' suits & coats	5	1	48.3	1.3314	85
2711	Newspapers	6	2	160.1	.9954	96
2751	Letterpress commercial printing	18	5	97.3	1.7802	83
3011	Tires & inner tubes	1	1	147.1	1.4385	100
3079	Miscellaneous plastics products	14	3	85.9	.3351	62
3312	Blast furnaces & steel mills	5	5	1,694.9	3.3520	100
3423	Hand & edge tools n.e.c.	6	2	93.2	3.4194	89
3433	Heating equipment, except electric	3	2	39.9	2.1682	97
3443	Fabricated plate work (boiler shops)	7	6	125.9	1.4239	98
3462	Iron & steel forgings	4	2	94.1	2.7072	96
3465	Automotive stampings	1	1	549.7	4.4683	100
3496	Miscellaneous fabricated wire products	9	4	27.2	1.5078	82
3542	Metal-forming machine tools	6	3	46.6	5.0032	94
3559	Special-industry machinery n.e.c.	7	2	181.5	2.8678	92
3563	Air & gas compressors	2	2	84.2	4.5376	100
3564	Blowers & exhaust & ventilation fans	3	2	42.9	3.4056	94
3662	Radio & TV communication equipment	6	5	233.9	.9949	98
3714	Motor-vehicle parts & accessories	7	6	876.8	2.7807	99

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3728	Aircraft equipment n.e.c.	3	3	66.6	.9068	100
3832	Optical instruments & lenses	1	1	90.2	4.5629	100
3944	Games, toys, & children's vehicles	2	2	145.6	4.5047	100
Essex	**All mfg.**	**10**	**2**	**178.6**	**.0103**	**70**
Franklin	**All mfg.**	**11**	**3**	**73.8**	**.0043**	**44**
Fulton	**All mfg.**	**72**	**19**	**483.3**	**.0280**	**71**
3111	Leather tanning & finishing	20	5	108.5	5.8494	51
3151	Leather gloves & mittens	17	4	47.4	21.2270	64
3944	Games, toys, & children's vehicles	1	1	107.8	3.3352	100
Genesee	**All mfg.**	**43**	**13**	**492.2**	**.0285**	**77**
3264	Porcelain electrical supplies	1	1	46.8	9.1819	100
Greene	**All mfg.**	**16**	**10**	**184.5**	**.0107**	**93**
Hamilton	**All mfg.**	**1**		**12.4**	**.0007**	**0**
Herkimer	**282 All mfg.**	**37**	**13**	**548.6**	**.0318**	**87**
3484	Small arms	1	1	109.6	11.7282	100
3573	Electronic computing equipment	1	1	187.3	.7747	100
Jefferson	**All mfg.**	**40**	**15**	**464.3**	**.0269**	**79**
2621	Paper mills, except building paper	4	2	171.6	.9231	91
Kings	**194 All mfg.**	**1,357**	**274**	**7,030.4**	**.4069**	**58**
2051	Bread, cake, & related products	15	8	119.1	1.0616	89
2065	Confectionery products	9	3	87.5	1.5578	75
2253	Knit-outerwear mills	75	11	166.4	6.2928	35
2311	Men's & boys' suits & coats	7	5	44.0	1.2129	94
2341	Women's & children's underwear	14	6	33.9	1.4897	74
2392	House furnishings n.e.c.	24	6	201.4	7.2470	65
2522	Metal office furniture	10	4	97.4	6.0246	80
2642	Envelopes	6	5	51.5	4.1904	94
2652	Set-up paperboard boxes	10	5	35.8	8.6411	87
2731	Book publishing	2	1	111.9	1.8343	97
2751	Letterpress commercial printing	30	1	39.8	.7282	8
2834	Pharmaceutical preparations	3	1	388.9	2.3453	97
3079	Miscellaneous plastics products	45	9	181.8	.7093	46
3161	Luggage	13	4	53.2	6.6367	67
3429	Hardware n.e.c.	10	3	102.4	1.6265	83
3469	Metal stampings n.e.c.	24	3	66.2	1.1756	31
3643	Current-carrying wiring devices	6	3	85.0	4.2297	94
3648	Lighting equipment n.e.c.	10	5	55.0	6.5664	82
3679	Electronic components n.e.c.	7	3	62.4	.8226	93
3731	Ship building & repairing	9	4	95.2	1.1640	83
3942	Dolls & stuffed toy animals	22	6	73.1	21.3493	63
3944	Games, toys, & children's vehicles	13	5	81.9	2.5339	79
3999	Manufactures n.e.c.	24	6	76.2	2.5892	48
Lewis	**All mfg.**	**18**	**7**	**256.3**	**.0148**	**74**
Livingston	**234 All mfg.**	**27**	**13**	**316.6**	**.0183**	**87**
3443	Fabricated plate work (boiler shops)	1	1	71.2	.8052	100
Madison	**269 All mfg.**	**22**	**5**	**154.8**	**.0090**	**51**
Monroe	**234 All mfg.**	**410**	**126**	**9,474.4**	**.5483**	**92**
2311	Men's & boys' suits & coats	3	2	95.1	2.6215	98
2711	Newspapers	5	1	82.6	.5135	93
2752	Lithographic commercial printing	11	3	131.1	1.1136	72
3079	Miscellaneous plastics products	11	3	86.4	.3371	76
3433	Heating equipment, except electric	1	1	116.5	6.3308	100
3443	Fabricated plate work (boiler shops)	1	1	76.4	.8640	100
3541	Metal-cutting machine tools	10	4	80.2	3.3967	92
3544	Special dies, tools, jigs, & fixtures	31	4	64.6	2.0928	50
3559	Special-industry machinery n.e.c.	9	3	144.9	2.2895	90
3592	Carburetors, pistons, rings, & valves	1	1	296.6	12.2284	100
3634	Electric housewares & fans	2	2	71.5	2.1762	100
3661	Telephone & telegraph apparatus	2	1	156.4	1.2302	98
3662	Radio & TV communication equipment	6	4	244.1	1.0383	96
3823	Industrial process-control instruments	4	3	125.0	5.2892	99
3832	Optical instruments & lenses	8	3	163.5	8.2709	93
3851	Ophthalmic goods	9	8	106.9	14.3010	99
3861	Photographic equipment & supplies	12	9	5,373.6	35.1793	99
Montgomery	**4 All mfg.**	**55**	**25**	**506.6**	**.0293**	**75**
2381	Fabric dress & work gloves	1	1	24.2	6.0094	100
Nassau	**184 All mfg.**	**1,068**	**247**	**8,715.5**	**.5044**	**76**
2645	Die-cut paper & board	2	2	96.4	7.1535	100
2731	Book publishing	9	2	151.2	2.4785	79
2751	Letterpress commercial printing	26	2	32.1	.5873	27
2752	Lithographic commercial printing	27	7	199.2	1.6921	63
2834	Pharmaceutical preparations	16	10	261.7	1.5782	88
2844	Toilet preparations	11	3	204.6	2.2177	77

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3079	Miscellaneous plastics products	55	9	241.0	.9402	46
3442	Metal doors, sash, & trim	21	4	60.1	1.5529	51
3573	Electronic computing equipment	9	6	131.4	.5435	87
3599	Machinery, except electrical, n.e.c.	43	4	142.4	1.2949	28
3643	Current-carrying wiring devices	8	3	41.9	2.0850	79
3662	Radio & TV communication equipment	29	8	363.0	1.5440	79
3679	Electronic components n.e.c.	50	17	206.2	2.7183	76
3713	Truck & bus bodies	2	1	177.6	5.9127	99
3721	Aircraft	2	2	2,362.9	10.3493	100
3728	Aircraft equipment n.e.c.	15	7	86.8	1.1818	82
3811	Engineering & scientific instruments	13	5	65.6	2.3808	72
3825	Electricity-measuring instruments	17	10	108.8	2.7942	89
3861	Photographic equipment & supplies	11	3	319.8	2.0936	88
New York	**194 All mfg.**	**2,896**	**455**	**13,551.4**	**.7843**	**57**
2086	Bottled & canned soft drinks	4	2	384.5	2.9677	98
2241	Narrow-fabric mills	32	4	44.8	6.0565	38
2253	Knit-outerwear mills	24	3	59.1	2.2350	40
2311	Men's & boys' suits & coats	44	16	208.9	5.7585	79
2323	Men's & boys' neckwear	36	2	65.7	24.7738	18
2329	Men's & boys' clothing n.e.c.	11	5	33.7	2.5130	85
2331	Women's & misses' blouses	32	2	81.2	2.7795	15
2335	Women's & misses' dresses	130	12	305.3	5.6474	29
2337	Women's & misses' suits & coats	85	18	399.9	10.8562	49
2339	Women's & misses' outerwear n.e.c.	65	14	172.0	4.2884	47
2341	Women's & children's underwear	69	9	107.1	4.7062	29
2342	Brassieres, girdles, & allied garments	18	9	74.2	9.1402	77
2351	Millinery	26	1	37.4	43.5897	10
2352	Hats & caps, except millinery	24	2	25.7	7.7597	19
2361	Girls' & children's dresses & blouses	27	5	59.6	5.8078	47
2369	Girls' & children's outerwear n.e.c.	31	9	62.9	7.0508	60
2371	Fur goods	77	4	283.4	64.8810	15
2387	Apparel belts	40	5	81.3	26.7522	30
2391	Curtains & draperies	22	3	66.4	5.3975	37
2392	House furnishings n.e.c.	21	1	87.6	3.1521	19
2395	Pleating, stitching, & tucking	31	3	171.6	22.1705	37
2396	Automotive & apparel trimmings	53	2	315.5	12.0705	10
2711	Newspapers	20	11	676.7	4.2072	98
2721	Periodicals	228	43	2,270.0	30.1441	71
2731	Book publishing	100	44	1,918.4	31.4466	91
2741	Miscellaneous publishing	35	13	294.6	13.0003	82
2751	Letterpress commercial printing	193	25	325.1	5.9479	40
2752	Lithographic commercial printing	115	13	629.4	5.3464	38
2753	Engraving & plate printing	11	4	27.5	8.1894	71
2789	Bookbinding & related work	30	2	43.4	6.6780	26
2791	Typesetting	35	5	99.4	11.5568	39
2793	Photoengraving	22	10	59.1	21.9866	78
2834	Pharmaceutical preparations	4	1	145.9	.8798	92
3171	Women's handbags & purses	40	10	109.7	18.4463	64
3172	Personal leather goods n.e.c.	34	3	58.5	13.2383	23
3555	Printing-trades machinery	15	4	80.9	3.5777	57
3652	Phonograph records & pre-recorded tape	17	7	133.6	9.2495	77
3911	Precious-metal jewelry	124	12	513.4	20.9748	33
3915	Jewelers' materials & lapidary work	21	3	152.6	18.0123	42
3961	Costume jewelry	63	11	137.5	15.5666	39
3963	Buttons	26	3	36.1	31.7502	30
3964	Needles, pins, & fasteners	27	4	55.5	7.0360	32
3993	Signs & advertising displays	29	3	58.5	2.9975	33
3999	Manufactures n.e.c.	55	1	114.1	3.8770	4
Niagara	**45 All mfg.**	**137**	**58**	**3,713.9**	**.2149**	**92**
2819	Industrial inorganic chemicals n.e.c.	4	3	158.2	1.4690	98
2821	Plastics materials & synthetic resins	3	3	224.7	1.6385	100
2869	Industrial organic chemicals n.e.c.	5	1	955.4	3.1679	95
3291	Abrasive products	3	3	155.2	6.3502	100
3313	Electrometallurgical products	3	3	110.6	9.8364	100
3624	Carbon & graphite products	3	3	136.1	13.9977	100
3714	Motor-vehicle parts & accessories	3	1	606.1	1.9222	98
3728	Aircraft equipment n.e.c.	1	1	249.3	3.3943	100
Oneida	**282 All mfg.**	**137**	**42**	**1,609.9**	**.0932**	**83**
3357	Nonferrous-wire drawing & insulating	2	2	191.5	2.0517	100
3546	Power-driven hand tools	1	1	50.8	5.0785	100
3662	Radio & TV communication equipment	2	1	106.6	.4534	98
3724	Aircraft engines & engine parts	1	1	122.6	1.1323	100
3914	Silverware & plated & stainless ware	3	2	83.5	17.2771	98

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Onondaga	**269 All mfg.**	**266**	**85**	**3,095.1**	**.1791**	**80**
2051	Bread, cake, & related products	8	4	61.7	.5500	90
2812	Alkalies & chlorine	3	2	122.0	5.7979	97
2844	Toilet preparations	1	1	240.5	2.6068	100
3262	Vitreous china food utensils	1	1	37.2	14.3685	100
3312	Blast furnaces & steel mills	1	1	246.3	.4871	100
3585	Refrigeration & heating equipment	1	1	208.6	1.2051	100
3714	Motor-vehicle parts & accessories	3	3	231.2	.7332	100
Ontario	**234 All mfg.**	**56**	**18**	**373.7**	**.0216**	**66**
Orange	**189 All mfg.**	**140**	**49**	**1,154.0**	**.0668**	**76**
2844	Toilet preparations	4	4	162.9	1.7657	100
Orleans	**234 All mfg.**	**18**	**5**	**162.1**	**.0094**	**83**
3944	Games, toys, & children's vehicles	1	1	54.0	1.6707	100
Oswego	**269 All mfg.**	**45**	**15**	**1,131.1**	**.0655**	**93**
2066	Chocolate & cocoa products	1	1	325.5	16.7602	100
Otsego	**All mfg.**	**19**	**3**	**127.6**	**.0074**	**52**
Putnam	**194 All mfg.**	**19**	**7**	**94.5**	**.0055**	**72**
Queens	**194 All mfg.**	**882**	**242**	**5,892.4**	**.3410**	**71**
2013	Sausages & other prepared meats	8	4	161.8	1.5004	82
2051	Bread, cake, & related products	9	5	91.9	.8192	86
2067	Chewing gum	1	1	82.8	11.5032	100
2086	Bottled & canned soft drinks	7	5	166.7	1.2867	94
2253	Knit-outerwear mills	26	8	88.8	3.3582	63
2643	Bags, except textile bags	5	2	122.1	2.7966	94
2653	Corrugated & solid fiber boxes	13	4	87.6	1.0404	68
2751	Letterpress commercial printing	23	2	36.4	.6660	29
3079	Miscellaneous plastics products	27	9	118.6	.4627	60
3357	Nonferrous-wire drawing & insulating	2	1	166.2	1.7806	97
3442	Metal doors, sash, & trim	9	4	50.0	1.2919	89
3499	Fabricated metal products n.e.c.	16	3	72.5	1.7265	64
3579	Office machines n.e.c.	3	1	110.5	4.9201	93
3643	Current-carrying wiring devices	3	2	36.8	1.8312	98
3662	Radio & TV communication equipment	17	5	209.4	.8907	78
3679	Electronic components n.e.c.	13	4	43.1	.5682	71
3694	Engine electrical equipment	3	2	84.9	1.8967	98
3861	Photographic equipment & supplies	7	3	194.2	1.2714	81
3873	Watches, clocks, & watchcases	6	4	110.3	8.7394	97
3944	Games, toys, & children's vehicles	3	1	111.9	3.4620	96
3993	Signs & advertising displays	24	4	55.5	2.8438	35
3999	Manufactures n.e.c.	15	6	68.9	2.3411	71
Rensselaer	**4 All mfg.**	**63**	**23**	**625.9**	**.0362**	**81**
2321	Men's & boys' shirts & nightwear	2	2	50.6	1.3728	100
Richmond	**194 All mfg.**	**42**	**10**	**520.1**	**.0301**	**88**
2841	Soap & other detergents	1	1	216.9	2.7258	100
Rockland	**194 All mfg.**	**89**	**38**	**1,506.1**	**.0872**	**91**
2834	Pharmaceutical preparations	2	2	505.1	3.0460	100
2844	Toilet preparations	1	1	160.3	1.7375	100
St. Lawrence	**All mfg.**	**33**	**13**	**712.1**	**.0412**	**85**
3334	Primary aluminum	2	2	417.7	6.3597	100
Saratoga	**4 All mfg.**	**40**	**16**	**571.1**	**.0331**	**77**
2621	Paper mills, except building paper	4	3	135.3	.7279	97
Schenectady	**4 All mfg.**	**57**	**19**	**1,478.5**	**.0856**	**93**
3511	Turbines & turbine-generator set units	4	4	1,128.0	30.3071	100
3621	Motors & generators	1	1	50.5	.8511	100
Schoharie	**All mfg.**	**5**	**1**	**19.1**	**.0011**	**46**
Schuyler	**All mfg.**	**8**	**4**	**101.4**	**.0059**	**80**
Seneca	**All mfg.**	**16**	**8**	**229.2**	**.0133**	**93**
3561	Pumps & pumping equipment	1	1	59.2	1.7580	100
3672	Cathode-ray TV picture tubes	1	1	94.8	8.9048	100
Steuben	**All mfg.**	**36**	**17**	**764.6**	**.0443**	**89**
3229	Pressed & blown glass n.e.c.	2	2	266.0	16.3975	100
3563	Air & gas compressors	1	1	93.5	5.0388	100
Suffolk	**184 All mfg.**	**695**	**198**	**4,721.8**	**.2733**	**72**
2051	Bread, cake, & related products	2	2	69.9	.6231	100
2253	Knit-outerwear mills	11	5	37.6	1.4219	74
2711	Newspapers	13	2	133.9	.8325	88
2844	Toilet preparations	8	2	168.8	1.8297	71
3079	Miscellaneous plastics products	31	13	178.7	.6972	74
3555	Printing-trades machinery	5	4	94.4	4.1748	98
3573	Electronic computing equipment	11	5	248.3	1.0270	87
3651	Radio & TV receiving sets	7	3	91.0	1.3465	87
3662	Radio & TV communication equipment	33	18	544.0	2.3139	88
3679	Electronic components n.e.c.	33	12	136.1	1.7942	78

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
NEW YORK (Suffolk, cont.)						
3721	Aircraft	1	1	342.5	1.5001	100
3728	Aircraft equipment n.e.c.	16	4	163.2	2.2220	73
3825	Electricity-measuring instruments	8	5	78.7	2.0212	93
Sullivan	**All mfg.**	**13**	**2**	**50.3**	**.0029**	**31**
Tioga 33	**All mfg.**	**18**	**10**	**324.1**	**.0188**	**94**
3574	Calculating & accounting machines		1	251.0	16.1042	100
Tompkins	**All mfg.**	**22**	**7**	**341.5**	**.0198**	**91**
3568	Power-transmission equipment n.e.c.	1	1	79.4	5.9289	100
3572	Typewriters	1	1	129.9	5.0541	100
3574	Calculating & accounting machines	1	1	76.1	4.8826	100
Ulster	**All mfg.**	**79**	**20**	**493.3**	**.0286**	**70**
Warren	**All mfg.**	**39**	**13**	**464.5**	**.0269**	**82**
2816	Inorganic pigments	1	1	125.3	7.8825	100
Washington	**All mfg.**	**24**	**13**	**389.3**	**.0225**	**91**
3629	Electrical industrial apparatus n.e.c.	1	1	70.5	8.0664	100
Wayne 234	**All mfg.**	**41**	**22**	**595.5**	**.0345**	**85**
2033	Canned fruits & vegetables	8	7	101.5	1.3116	99
3079	Miscellaneous plastics products	2	1	89.9	.3507	98
3293	Gaskets, packing, & sealing devices	2	2	87.7	4.5183	100
Westchester 194	**All mfg.**	**443**	**118**	**4,070.0**	**.2356**	**78**
2721	Periodicals	6	1	249.2	3.3092	95
2834	Pharmaceutical preparations	2	2	134.5	.8111	100
3079	Miscellaneous plastics products	16	4	76.8	.2996	59
3534	Elevators & moving stairways	2	1	44.9	7.3187	98
3622	Industrial controls	4	4	48.5	1.5254	100
3678	Electronic connectors	4	2	86.3	5.2494	94
3679	Electronic components n.e.c.	13	6	42.5	.5603	72
3711	Motor vehicles & passenger-car bodies	1	1	1,024.7	1.5242	100
Wyoming	**All mfg.**	**21**	**8**	**180.7**	**.0105**	**82**
3694	Engine electrical equipment	1	1	59.5	1.3292	100
Yates	**All mfg.**	**8**	**5**	**73.2**	**.0042**	**84**
State Total	**All mfg.**	**11,310**	**2,883**	**101,051.0**	**5.8484**	**77**
NORTH CAROLINA						
Alamance 46	**All mfg.**	**164**	**70**	**1,658.6**	**.0960**	**82**
2211	Cotton-weaving mills	3	3	68.0	1.2966	100
2221	Synthetics- & silk-weaving mills	6	6	239.8	3.2735	100
2251	Women's full- & knee-length hosiery	19	8	66.9	6.5268	76
2252	Hosiery n.e.c.	31	15	118.6	11.6652	82
2257	Circular-knit fabric mills	6	2	144.3	4.4828	78
2281	Yarn-spinning mills, except wool	10	4	76.9	1.7409	81
3662	Radio & TV communication equipment	1	1	285.9	1.2161	100
Alexander	**All mfg.**	**26**	**10**	**172.3**	**.0100**	**81**
2512	Upholstered wood household furniture	8	4	49.3	1.5458	88
Alleghany	**All mfg.**	**5**	**4**	**60.5**	**.0035**	**99**
Anson	**All mfg.**	**22**	**10**	**135.5**	**.0078**	**74**
Ashe	**All mfg.**	**11**	**5**	**103.7**	**.0060**	**84**
Avery	**All mfg.**	**5**	**3**	**29.6**	**.0017**	**87**
Beaufort	**All mfg.**	**28**	**11**	**333.1**	**.0193**	**81**
3634	Electric housewares & fans	1	1	65.0	1.9783	100
Bertie	**All mfg.**	**16**	**8**	**148.7**	**.0086**	**81**
Bladen	**All mfg.**	**21**	**10**	**163.2**	**.0094**	**78**
Brunswick 296	**All mfg.**	**12**	**3**	**182.1**	**.0105**	**78**
Buncombe 17	**All mfg.**	**121**	**50**	**1,074.8**	**.0621**	**81**
2231	Wool-fabric weaving & finishing mills	2	1	25.9	3.8399	98
3613	Switchgear & switchboard apparatus	4	4	102.2	2.1940	100
Burke	**All mfg.**	**69**	**35**	**784.1**	**.0454**	**87**
2251	Women's full- & knee-length hosiery	5	3	37.7	3.6780	93
2253	Knit-outerwear mills	2	2	41.4	1.5656	100
2257	Circular-knit fabric mills	1	1	128.3	3.9857	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2511	Wood household furniture	4	4	86.5	1.8497	100
Cabarrus 131	**All mfg.**	**44**	**22**	**387.8**	**.0224**	**82**
2211	Cotton-weaving mills	5	5	120.0	2.2882	100
2251	Women's full- & knee-length hosiery	11	8	52.8	5.1512	94
2261	Cotton-finishing plants	3	3	83.6	8.3508	100
Caldwell	**All mfg.**	**66**	**33**	**547.8**	**.0317**	**84**
2511	Wood household furniture	16	15	252.9	5.4079	99
2512	Upholstered wood household furniture	9	3	50.8	1.5928	78
Carteret	**All mfg.**	**21**	**7**	**134.9**	**.0078**	**64**
Caswell	**All mfg.**	**6**	**3**	**53.3**	**.0031**	**93**
Catawba	**All mfg.**	**293**	**100**	**1,641.7**	**.0950**	**76**
2251	Women's full- & knee-length hosiery	12	4	43.3	4.2244	78
2252	Hosiery n.e.c.	40	6	91.7	9.0194	42
2257	Circular-knit fabric mills	4	3	145.5	4.5200	97
2281	Yarn-spinning mills, except wool	7	6	64.7	1.4647	97
2381	Fabric dress & work gloves	6	4	34.8	8.6417	90
2511	Wood household furniture	16	9	148.0	3.1648	90
2512	Upholstered wood household furniture	74	30	309.7	9.7106	75
3612	Transformers	1	1	44.6	1.4962	100
Chatham	**All mfg.**	**33**	**20**	**333.5**	**.0193**	**78**
2281	Yarn-spinning mills, except wool	4	4	56.8	1.2859	100
2341	Women's & children's underwear	2	2	33.1	1.4545	100
Cherokee	**All mfg.**	**15**	**8**	**187.6**	**.0109**	**83**
Chowan	**All mfg.**	**10**	**7**	**59.8**	**.0035**	**89**
Clay	**All mfg.**	**5**	**2**	**28.6**	**.0017**	**47**
Cleveland	**All mfg.**	**80**	**38**	**1,205.3**	**.0698**	**89**
2221	Synthetics- & silk-weaving mills	6	6	247.4	3.3773	100
2253	Knit-outerwear mills	4	3	38.8	1.4673	97
2281	Yarn-spinning mills, except wool	8	6	77.8	1.7613	93
2824	Noncellulosic synthetic organic fibers	1	1	273.2	3.2148	100
3229	Pressed & blown glass n.e.c.	1	1	40.0	2.4658	100
Columbus	**All mfg.**	**31**	**11**	**444.3**	**.0257**	**84**
2631	Paperboard mills	1	1	292.9	2.7932	100
Craven	**All mfg.**	**34**	**9**	**246.4**	**.0143**	**62**
Cumberland 88	**All mfg.**	**56**	**19**	**662.6**	**.0383**	**73**
3011	Tires & inner tubes	1	1	171.6	1.6781	100
Currituck 195	**All mfg.**	**2**		**9.3**	**.0005**	**0**
Dare	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Davidson 106	**All mfg.**	**109**	**49**	**946.7**	**.0548**	**86**
2252	Hosiery n.e.c.	12	5	40.9	4.0228	69
2281	Yarn-spinning mills, except wool	3	3	59.0	1.3357	100
2321	Men's & boys' shirts & nightwear	4	3	42.3	1.1476	95
2511	Wood household furniture	12	10	224.2	4.7942	99
3229	Pressed & blown glass n.e.c.	1	1	43.8	2.7000	100
Davie	**All mfg.**	**21**	**11**	**226.4**	**.0131**	**90**
Duplin	**All mfg.**	**30**	**14**	**442.0**	**.0256**	**72**
2261	Cotton-finishing plants	1	1	21.2	2.1177	100
Durham 225	**All mfg.**	**73**	**24**	**1,927.0**	**.1115**	**92**
2111	Cigarettes	2	2	1,054.7	10.4572	100
2211	Cotton-weaving mills	1	1	32.2	.6140	100
3574	Calculating & accounting machines	1	1	228.3	14.6478	100
3861	Photographic equipment & supplies	1	1	182.0	1.1915	100
Edgecombe	**All mfg.**	**57**	**27**	**852.1**	**.0493**	**76**
2257	Circular-knit fabric mills	5	2	143.7	4.4641	84
Forsythe 106	**All mfg.**	**134**	**62**	**5,400.0**	**.3125**	**96**
2111	Cigarettes	1	1	2,812.6	27.8865	100
2131	Chewing & smoking tobacco & snuff	3	3	180.2	32.9494	100
2251	Women's full- & knee-length hosiery	3	3	100.1	9.7659	100
2322	Men's & boys' underwear	1	1	39.5	7.5918	100
2511	Wood household furniture	5	3	37.3	.7976	92
3353	Aluminum sheet, plate, & foil	1	1	350.4	4.1583	100
3498	Fabricated pipe & fittings	1	1	85.2	4.0006	100
3661	Telephone & telegraph apparatus	2	2	686.8	5.4023	100
Franklin	**All mfg.**	**22**	**7**	**150.6**	**.0087**	**43**
Gaston 53	**All mfg.**	**247**	**112**	**2,366.0**	**.1369**	**84**
2257	Circular-knit fabric mills	10	3	143.0	4.4424	61
2269	Textile-finishing plants n.e.c.	6	4	78.2	8.3085	91
2281	Yarn-spinning mills, except wool	50	45	635.9	14.3960	98
2284	Thread mills	4	3	82.4	13.1336	96
2296	Tire cord & fabric	1	1	146.4	11.7242	100
3552	Textile machinery	37	5	101.9	6.2719	48
3599	Machinery, except electrical, n.e.c.	10	2	138.8	1.2621	86

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
Gates	**All mfg.**	**3**		**7.7**	**.0004**	**0**
Graham	**All mfg.**	**4**	**4**	**27.3**	**.0016**	**100**
Granville	**All mfg.**	**30**	**17**	**469.1**	**.0271**	**91**
Greene	**All mfg.**	**10**	**3**	**34.0**	**.0020**	**37**
Guilford	**106 All mfg.**	**438**	**155**	**4,105.8**	**.2376**	**79**
2111	Cigarettes	1	1	468.8	4.6481	100
2211	Cotton-weaving mills	3	2	65.7	1.2528	98
2251	Women's full- & knee-length hosiery	9	6	40.9	3.9902	91
2252	Hosiery n.e.c.	8	6	54.5	5.3605	96
2261	Cotton-finishing plants	1	1	37.0	3.6959	100
2262	Synthetics- & silk-finishing plants	4	3	226.8	8.7595	98
2297	Nonwoven fabrics	1	1	196.8	20.4446	100
2339	Women's & misses' outerwear n.e.c.	5	5	56.2	1.4012	100
2341	Women's & children's underwear	4	4	50.2	2.2059	100
2511	Wood household furniture	11	6	59.9	1.2809	82
2512	Upholstered wood household furniture	52	16	180.6	5.6627	72
2521	Wood office furniture	3	3	61.1	8.5550	100
3079	Miscellaneous plastics products	18	5	123.2	.4806	66
3662	Radio & TV communication equipment	1	1	151.5	.6444	100
Halifax	**All mfg.**	**35**	**17**	**536.4**	**.0310**	**85**
2211	Cotton-weaving mills	2	2	40.3	.7685	100
2221	Synthetics- & silk-weaving mills	1	1	141.0	1.9248	100
Harnett	**All mfg.**	**28**	**15**	**249.9**	**.0145**	**80**
2211	Cotton-weaving mills	1	1	32.2	.6140	100
Haywood	**All mfg.**	**18**	**7**	**744.9**	**.0431**	**96**
2611	Pulp mills	1	1	247.2	8.0970	100
2621	Paper mills, except building paper	1	1	315.6	1.6978	100
3041	Rubber & plastic hose & belting	1	1	92.7	5.9203	100
Henderson	**All mfg.**	**43**	**14**	**260.7**	**.0151**	**73**
3648	Lighting equipment n.e.c.	1	1	40.7	4.8591	100
Hertford	**All mfg.**	**16**	**10**	**186.3**	**.0108**	**89**
Hoke	**All mfg.**	**7**	**4**	**120.5**	**.0070**	**90**
Hyde	**All mfg.**	**3**		**9.0**	**.0005**	**0**
Iredell	**All mfg.**	**97**	**42**	**928.5**	**.0537**	**84**
2211	Cotton-weaving mills	1	1	32.2	.6140	100
2221	Synthetics- & silk-weaving mills	3	3	130.9	1.7869	100
2281	Yarn-spinning mills, except wool	5	5	60.3	1.3651	100
2328	Men's & boys' work clothing	1	1	95.4	2.0116	100
Jackson	**All mfg.**	**6**	**2**	**43.2**	**.0025**	**68**
Johnston	**All mfg.**	**46**	**19**	**604.7**	**.0350**	**81**
3651	Radio & TV receiving sets	1	1	120.1	1.7770	100
Jones	**All mfg.**	**2**		**4.5**	**.0003**	**0**
Lee	**All mfg.**	**49**	**25**	**480.2**	**.0278**	**84**
3714	Motor-vehicle parts & accessories	3	3	81.1	.2572	100
Lenoir	**All mfg.**	**35**	**14**	**699.6**	**.0405**	**87**
2321	Men's & boys' shirts & nightwear	3	3	52.2	1.4162	100
2824	Noncellulosic synthetic organic fibers	1	1	310.4	3.6526	100
Lincoln	**All mfg.**	**39**	**15**	**400.9**	**.0232**	**77**
McDowell	**All mfg.**	**32**	**15**	**444.6**	**.0257**	**91**
2221	Synthetics- & silk-weaving mills	2	2	112.8	1.5398	100
2281	Yarn-spinning mills, except wool	2	2	55.2	1.2497	100
2511	Wood household furniture	3	3	43.0	.9195	100
Macon	**All mfg.**	**7**	**3**	**79.2**	**.0046**	**90**
Madison	**17 All mfg.**	**7**	**4**	**25.5**	**.0015**	**77**
Martin	**All mfg.**	**15**	**7**	**143.4**	**.0083**	**79**
Mecklenburg	**53 All mfg.**	**387**	**117**	**3,662.2**	**.2120**	**76**
2051	Bread, cake, & related products	4	3	72.6	.6471	92
2052	Cookies & crackers	3	2	93.0	2.7350	97
2865	Cyclic crudes & intermediates	5	2	250.6	3.6953	85
2951	Paving mixtures & blocks	1	1	113.0	4.1194	100
3079	Miscellaneous plastics products	14	5	131.5	.5130	78
3511	Turbines & turbine-generator set units	1	1	168.7	4.5326	100
3552	Textile machinery	22	6	92.7	5.7057	67
Mitchell	**All mfg.**	**11**	**4**	**81.6**	**.0047**	**82**
Montgomery	**All mfg.**	**39**	**20**	**272.0**	**.0157**	**81**
2252	Hosiery n.e.c.	12	4	62.2	6.1178	84
2341	Women's & children's underwear	3	3	47.1	2.0697	100
Moore	**All mfg.**	**36**	**14**	**322.2**	**.0186**	**79**
Nash	**All mfg.**	**65**	**24**	**694.6**	**.0402**	**80**
2834	Pharmaceutical preparations	1	1	220.2	1.3279	100
New Hanover	**296 All mfg.**	**64**	**26**	**1,078.7**	**.0624**	**81**
2824	Noncellulosic synthetic organic fibers	1	1	248.3	2.9218	100

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
3443	Fabricated plate work (boiler shops)	2	2	127.2	1.4386	100
Northampton	**All mfg.**	**20**	**6**	**123.6**	**.0072**	**61**
Onslow	**All mfg.**	**13**	**8**	**272.9**	**.0158**	**76**
Orange	**225 All mfg.**	**13**	**6**	**76.2**	**.0044**	**83**
Pamlico	**All mfg.**	**8**		**31.0**	**.0018**	**0**
Pasquotank	**All mfg.**	**18**	**6**	**147.6**	**.0085**	**73**
Pender	**All mfg.**	**6**	**2**	**21.8**	**.0013**	**74**
Perquimans	**All mfg.**	**2**	**2**	**12.7**	**.0007**	**100**
Person	**All mfg.**	**13**	**6**	**168.0**	**.0097**	**86**
2231	Wool-fabric weaving & finishing mills	1	1	18.2	2.6983	100
Pitt	**All mfg.**	**49**	**19**	**664.0**	**.0384**	**81**
2141	Tobacco stemming & redrying	5	3	198.4	6.8435	94
Polk	**All mfg.**	**9**	**3**	**57.5**	**.0033**	**73**
Randolph	**106 All mfg.**	**106**	**47**	**1,132.2**	**.0655**	**84**
2221	Synthetics- & silk-weaving mills	3	3	312.1	4.2605	100
2251	Women's full- & knee-length hosiery	19	10	91.8	8.9561	86
2322	Men's & boys' underwear	1	1	39.5	7.5918	100
2511	Wood household furniture	5	4	41.4	.8853	97
Richmond	**All mfg.**	**38**	**16**	**466.7**	**.0270**	**85**
2221	Synthetics- & silk-weaving mills	3	3	155.6	2.1241	100
Robeson	**All mfg.**	**68**	**30**	**562.6**	**.0326**	**77**
2281	Yarn-spinning mills, except wool	4	4	58.3	1.3198	100
2321	Men's & boys' shirts & nightwear	5	4	35.0	.9496	94
3021	Rubber & plastic footwear	1	1	26.2	4.4467	100
Rockingham	**All mfg.**	**51**	**33**	**1,527.2**	**.0884**	**97**
2082	Malt beverages	1	1	328.4	3.8004	100
2111	Cigarettes	1	1	468.8	4.6481	100
2211	Cotton-weaving mills	5	5	78.0	1.4873	100
2254	Knit-underwear mills	1	1	28.4	3.8947	100
2271	Woven carpets & rugs	1	1	26.3	13.5427	100
2281	Yarn-spinning mills, except wool	5	5	131.6	2.9793	100
2282	Throwing & winding mills, except wool	5	5	203.4	9.3376	100
Rowan	**131 All mfg.**	**77**	**35**	**948.4**	**.0549**	**85**
2211	Cotton-weaving mills	4	3	58.1	1.1079	97
2281	Yarn-spinning mills, except wool	4	4	97.4	2.2050	100
2824	Noncellulosic synthetic organic fibers	1	1	273.2	3.2148	100
Rutherford	**All mfg.**	**47**	**28**	**693.0**	**.0401**	**90**
2211	Cotton-weaving mills	8	8	149.4	2.8488	100
2221	Synthetics- & silk-weaving mills	2	2	151.1	2.0627	100
Sampson	**All mfg.**	**30**	**12**	**363.8**	**.0211**	**87**
Scotland	**All mfg.**	**24**	**13**	**307.9**	**.0178**	**86**
Stanly	**All mfg.**	**44**	**21**	**556.6**	**.0322**	**84**
2251	Women's full- & knee-length hosiery	2	2	63.0	6.1463	100
Stokes	**106 All mfg.**	**5**	**1**	**21.4**	**.0012**	**61**
Surry	**All mfg.**	**57**	**32**	**590.4**	**.0342**	**91**
2231	Wool-fabric weaving & finishing mills	1	1	49.2	7.2943	100
2252	Hosiery n.e.c.	9	5	91.3	8.9800	91
2253	Knit-outerwear mills	4	3	86.3	3.2636	99
2339	Women's & misses' outerwear n.e.c.	3	3	56.2	1.4012	100
2511	Wood household furniture	4	3	42.3	.9045	97
3634	Electric housewares & fans	2	2	82.8	2.5201	100
Swain	**All mfg.**	**8**	**5**	**63.1**	**.0037**	**89**
Transylvania	**All mfg.**	**8**	**5**	**375.4**	**.0217**	**99**
2621	Paper mills, except building paper	1	1	197.4	1.0619	100
Tyrrell	**All mfg.**	**3**		**15.2**	**.0009**	**0**
Union	**53 All mfg.**	**55**	**30**	**477.0**	**.0276**	**86**
Vance	**All mfg.**	**30**	**14**	**373.7**	**.0216**	**87**
2281	Yarn-spinning mills, except wool	4	4	150.6	3.4094	100
Wake	**225 All mfg.**	**131**	**56**	**1,620.2**	**.0938**	**80**
3661	Telephone & telegraph apparatus	1	1	117.2	.9219	100
3825	Electricity-measuring instruments	1	1	65.5	1.6822	100
Warren	**All mfg.**	**10**	**5**	**64.9**	**.0038**	**74**
Washington	**All mfg.**	**8**	**5**	**490.0**	**.0284**	**96**
2631	Paperboard mills	1	1	418.5	3.9910	100
Watauga	**All mfg.**	**12**	**6**	**101.1**	**.0059**	**88**
Wayne	**All mfg.**	**55**	**24**	**534.7**	**.0309**	**78**
Wilkes	**All mfg.**	**35**	**15**	**526.3**	**.0305**	**90**
2016	Poultry-dressing plants	1	1	242.3	3.3857	100
2251	Women's full- & knee-length hosiery	2	1	29.0	2.8293	97
Wilson	**All mfg.**	**53**	**23**	**1,077.8**	**.0624**	**89**
2141	Tobacco stemming & redrying	5	4	397.8	13.7215	98
3011	Tires & inner tubes	1	1	171.6	1.6781	100

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
NORTH CAROLINA (cont.)						
Yadkin	106 All mfg.	7	4	68.3	.0040	84
Yancey	All mfg.	8	5	51.9	.0030	87
State Total	All mfg.	4,583	1,924	54,403.5	3.1486	84
NORTH DAKOTA						
Adams	All mfg.	1		6.0	.0003	0
Barnes	All mfg.	1		1.3	.0001	0
Benson	All mfg.	2	1	6.0	.0003	75
Bottineau	All mfg.	2		6.7	.0004	0
Burleigh	35 All mfg.	18	3	102.6	.0059	30
Cass	86 All mfg.	32	5	176.3	.0102	27
Eddy	All mfg.	1		4.2	.0002	0
Foster	All mfg.	2		5.8	.0003	0
Grand Forks	101 All mfg.	14	6	114.1	.0066	66
Griggs	All mfg.	2	1	15.8	.0009	82
Hettinger	All mfg.	1		5.2	.0003	0
McHenry	All mfg.	1		12.4	.0007	0
McIntosh	All mfg.	2		9.1	.0005	0
Morton	35 All mfg.	9	1	386.5	.0224	90
Mountrail	All mfg.	1		2.6	.0002	0
Pembina	All mfg.	3		10.2	.0006	0
Pierce	All mfg.	1		4.3	.0002	0
Ramsey	All mfg.	2		5.1	.0003	0
Ransom	All mfg.	1		21.7	.0013	0
Richland	All mfg.	13	2	73.2	.0042	52
Rolette	All mfg.	2	1	19.5	.0011	88
Sargent	All mfg.	2	1	52.3	.0030	87
Sioux	All mfg.	1		1.3	.0001	0
Stark	All mfg.	7	1	81.3	.0047	35
Stutsman	All mfg.	8	3	51.9	.0030	57
Traill	All mfg.	2	2	32.9	.0019	100
Walsh	All mfg.	1		1.5	.0001	0
Ward	All mfg.	7		35.9	.0021	0
Williams	All mfg.	6		119.1	.0069	0
State Total	All mfg.	145	27	1,364.8	.0790	52
OHIO						
Adams	All mfg.	4	3	74.4	.0043	98
Allen	151 All mfg.	98	39	2,369.4	.1371	87
3531	Construction machinery	1	1	169.7	1.0444	100
3621	Motors & generators	3	3	66.7	1.1241	100
3713	Truck & bus bodies	1	1	48.0	1.5980	100
3714	Motor-vehicle parts & accessories	6	5	407.3	1.2917	98
Ashland	All mfg.	41	19	677.0	.0392	91
3069	Fabricated rubber products n.e.c.	8	7	96.2	2.0919	99
3561	Pumps & pumping equipment	3	3	71.3	2.1173	100
3711	Motor vehicles & passenger-car bodies	1	1	301.4	.4483	100
Ashtabula	All mfg.	107	38	1,005.7	.0582	79
3079	Miscellaneous plastics products	16	7	174.5	.6808	87
Athens	All mfg.	16	4	73.3	.0042	45
Auglaize	151 All mfg.	40	15	429.8	.0249	81
3069	Fabricated rubber products n.e.c.	2	2	55.1	1.1982	100
Belmont	291 All mfg.	33	16	349.5	.0202	85
3471	Plating & polishing	2	2	37.3	1.7476	100
Brown	All mfg.	6	1	26.6	.0015	40
Butler	109 All mfg.	140	50	2,589.0	.1498	92
2621	Paper mills, except building paper	5	5	439.6	2.3649	100
3312	Blast furnaces & steel mills	2	2	521.8	1.0320	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	93.5	2.8632	100
3465	Automotive stampings	1	1	412.3	3.3514	100
3499	Fabricated metal products n.e.c.	7	3	106.8	2.5433	91
3533	Oil-field machinery	1	1	157.5	3.2489	100
Carroll	48 All mfg.	12	4	66.3	.0038	55
Champaign	266 All mfg.	22	9	288.0	.0167	84
Clark	266 All mfg.	110	33	788.7	.0456	74
3621	Motors & generators	1	1	50.5	.8511	100
3713	Truck & bus bodies	1	1	120.0	3.9951	100
Clermont	57 All mfg.	32	9	194.2	.0112	72
3559	Special-industry machinery n.e.c.	1	1	84.9	1.3415	100
Clinton	All mfg.	30	8	164.6	.0095	65
Columbiana	All mfg.	97	27	666.9	.0386	71
3559	Special-industry machinery n.e.c.	5	3	114.3	1.8060	93
Coshocton	All mfg.	25	10	330.7	.0191	84
Crawford	All mfg.	57	19	628.3	.0364	85
3531	Construction machinery	8	6	218.0	1.3417	94
3562	Ball & roller bearings	1	1	43.2	1.9291	100
3713	Truck & bus bodies	2	2	48.5	1.6147	100
Cuyahoga	59 All mfg.	1,906	498	17,713.7	1.0252	77
2026	Fluid milk	7	6	184.9	1.0990	95
2038	Frozen food specialties	2	2	185.6	4.3703	100
2051	Bread, cake, & related products	10	6	121.9	1.0866	92
2086	Bottled & canned soft drinks	6	4	112.2	.8660	96
2311	Men's & boys' suits & coats	3	3	93.6	2.5801	100
2396	Automotive & apparel trimmings	2	1	208.0	7.9578	98
2542	Metal partitions & fixtures	8	4	81.3	5.3763	90
2653	Corrugated & solid fiber boxes	15	6	105.5	1.2530	63
2711	Newspapers	12	7	209.7	1.3038	96
2751	Letterpress commercial printing	32	4	50.1	.9166	36
2752	Lithographic commercial printing	40	3	182.7	1.5519	26
2771	Greeting-card publishing	2	2	162.6	11.7367	100
2819	Industrial inorganic chemicals n.e.c.	9	6	316.7	2.9408	92
2851	Paints & allied products	23	7	324.6	3.8288	74
2891	Adhesives & sealants	8	2	183.3	6.9951	82
2899	Chemical preparations n.e.c.	25	5	191.4	3.5897	61
2952	Asphalt felts & coatings	11	3	198.0	5.2972	73
3069	Fabricated rubber products n.e.c.	11	2	44.5	.9677	64
3079	Miscellaneous plastics products	49	12	266.4	1.0393	66
3229	Pressed & blown glass n.e.c.	2	2	36.8	2.2685	100
3269	Pottery products n.e.c.	3	1	35.9	9.6376	93
3312	Blast furnaces & steel mills	6	2	1,347.9	2.6658	98
3316	Cold-rolled steel sheet, strip, & bars	4	3	217.9	6.6726	99
3317	Steel pipe & tubes	4	4	149.0	4.6557	100
3321	Gray-iron foundries	8	4	388.7	4.7678	97
3351	Copper rolling & drawing	5	4	214.3	3.7909	92
3356	Nonferrous rolling & drawing n.e.c.	8	4	168.1	4.6770	81
3361	Aluminum foundries	18	9	125.7	3.6787	79
3429	Hardware n.e.c.	14	5	95.1	1.5105	68
3433	Heating equipment, except electric	9	3	44.2	2.4019	80
3441	Fabricated structural metal	31	10	93.5	1.5172	67
3444	Sheet-metal work	22	3	58.7	1.0182	37
3449	Miscellaneous metal work	14	3	54.7	3.6087	46
3451	Screw-machine products	33	3	72.4	3.4384	37
3452	Bolts, nuts, rivets, & washers	30	15	218.7	5.5647	81
3462	Iron & steel forgings	24	7	131.8	3.7918	61
3463	Nonferrous forgings	2	1	109.6	18.6967	99
3465	Automotive stampings	5	3	476.0	3.8692	99
3469	Metal stampings n.e.c.	40	13	155.5	2.7614	66
3471	Plating & polishing	38		48.0	2.2490	0
3489	Ordnance & accessories n.e.c.	1	1	73.1	8.9135	100
3494	Valves & pipe fittings	17	3	78.9	1.1411	47
3496	Miscellaneous fabricated wire products	14	4	41.4	2.2949	74
3499	Fabricated metal products n.e.c.	40	6	175.2	4.1722	54
3524	Lawn & garden equipment	2	2	75.1	4.4174	100
3531	Construction machinery	12	7	252.4	1.5534	91
3536	Hoists, industrial cranes, & monorails	11	5	42.5	3.8742	73
3537	Industrial trucks & tractors	11	5	177.2	7.0959	90
3541	Metal-cutting machine tools	29	10	183.3	7.7633	88
3542	Metal-forming machine tools	12	3	37.6	4.0369	72
3544	Special dies, tools, jigs, & fixtures	75	7	113.0	3.6607	42
3545	Machine-tool accessories	19	6	119.5	6.1032	88
3559	Special-industry machinery n.e.c.	26	10	238.5	3.7685	84
3564	Blowers & exhaust & ventilation fans	9	4	38.3	3.0404	79
3569	General industrial machinery n.e.c.	12	5	46.4	2.1286	79

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3599	Machinery, except electrical, n.e.c.	72	3	181.5	1.6504	13
3621	Motors & generators	10	6	199.5	3.3622	96
3622	Industrial controls	12	5	63.3	1.9909	79
3623	Electric welding apparatus	6	2	170.9	10.8343	93
3641	Electric lamps	3	3	116.3	5.7285	100
3645	Residential electric lighting fixtures	11	5	60.6	5.2219	82
3662	Radio & TV communication equipment	14	6	160.3	.6818	82
3692	Dry & wet primary batteries	2	1	72.0	8.8073	97
3711	Motor vehicles & passenger-car bodies	1	1	723.3	1.0759	100
3714	Motor-vehicle parts & accessories	48	32	1,819.2	5.7695	97
3728	Aircraft equipment n.e.c.	8	2	79.1	1.0770	88
3829	Measuring & controlling devices n.e.c.	8	4	44.8	2.6564	87
3841	Surgical & medical instruments	4	1	60.4	2.3443	87
3842	Surgical appliances & supplies	7	1	125.9	3.3495	85
3991	Brooms & brushes	13	2	47.5	6.1188	56
Darke	**All mfg.**	**41**	**9**	**285.6**	**.0165**	**62**
3714	Motor-vehicle parts & accessories	1	1	82.1	.2604	100
Defiance	**All mfg.**	**23**	**11**	**519.5**	**.0301**	**92**
3321	Gray-iron foundries	1	1	269.9	3.3106	100
Delaware	**64 All mfg.**	**35**	**13**	**381.4**	**.0221**	**84**
Erie	**All mfg.**	**73**	**30**	**912.5**	**.0528**	**86**
3562	Ball & roller bearings	1	1	84.8	3.7867	100
3714	Motor-vehicle parts & accessories	1	1	149.2	.4732	100
Fairfield	**64 All mfg.**	**52**	**27**	**582.9**	**.0337**	**88**
3229	Pressed & blown glass n.e.c.	3	3	127.4	7.8535	100
3567	Industrial-process furnaces & ovens	1	1	29.1	4.5165	100
Fayette	**All mfg.**	**23**	**9**	**275.0**	**.0159**	**82**
Franklin	**64 All mfg.**	**517**	**148**	**5,929.2**	**.3432**	**81**
2026	Fluid milk	7	4	181.1	1.0764	83
2051	Bread, cake, & related products	12	4	102.6	.9145	80
2295	Coated fabrics, not rubberized	1	1	101.9	7.8174	100
2721	Periodicals	8	3	139.1	1.8472	88
3079	Miscellaneous plastics products	22	8	192.9	.7526	84
3429	Hardware n.e.c.	1	1	256.8	4.0789	100
3444	Sheet-metal work	13	4	76.9	1.3339	83
3532	Mining machinery	1	1	112.5	4.0667	100
3562	Ball & roller bearings	1	1	53.9	2.4069	100
3568	Power-transmission equipment n.e.c.	4	2	54.5	4.0696	96
3585	Refrigeration & heating equipment	7	5	356.1	2.0572	98
3621	Motors & generators	1	1	75.8	1.2775	100
3632	Household refrigerators & freezers	2	1	219.9	7.4381	99
3661	Telephone & telegraph apparatus	2	1	541.1	4.2562	99
3714	Motor-vehicle parts & accessories	6	4	115.7	.3669	95
3728	Aircraft equipment n.e.c.	1	1	93.5	1.2730	100
Fulton	**275 All mfg.**	**59**	**21**	**531.5**	**.0308**	**75**
2511	Wood household furniture	5	3	46.4	.9922	91
Gallia	**All mfg.**	**9**	**4**	**111.9**	**.0065**	**73**
Geauga	**59 All mfg.**	**46**	**10**	**222.8**	**.0129**	**59**
3069	Fabricated rubber products n.e.c.	8	5	85.4	1.8571	95
Greene	**70 All mfg.**	**39**	**11**	**301.5**	**.0174**	**77**
Guernsey	**All mfg.**	**34**	**12**	**408.8**	**.0237**	**85**
3573	Electronic computing equipment	1	1	203.4	.8413	100
Hamilton	**57 All mfg.**	**906**	**284**	**14,803.3**	**.8568**	**88**
2011	Meat-packing plants	7	1	341.1	.8792	80
2026	Fluid milk	8	5	203.3	1.2084	89
2051	Bread, cake, & related products	10	7	144.3	1.2862	96
2052	Cookies & crackers	2	1	109.3	3.2143	98
2079	Shortening & cooking oils n.e.c.	2	2	550.1	10.5598	100
2085	Distilled liquor, except brandy	2	1	200.1	6.7780	98
2086	Bottled & canned soft drinks	6	4	177.5	1.3700	95
2099	Food preparations n.e.c.	8	3	122.0	1.5153	77
2311	Men's & boys' suits & coats	8	5	51.6	1.4224	94
2651	Folding paperboard boxes	7	3	102.5	3.5871	93
2653	Corrugated & solid fiber boxes	9	6	84.0	.9977	94
2711	Newspapers	9	4	123.8	.7697	93
2741	Miscellaneous publishing	6	3	71.9	3.1729	89
2751	Letterpress commercial printing	29	5	43.9	.8032	46
2752	Lithographic commercial printing	31	6	305.0	2.5908	68
2771	Greeting-card publishing	2	1	122.1	8.8133	99
2819	Industrial inorganic chemicals n.e.c.	6	4	150.1	1.3938	90
2834	Pharmaceutical preparations	4	3	240.3	1.4491	98
2841	Soap & other detergents	7	3	1,649.4	20.7284	98
2844	Toilet preparations	3	3	367.4	3.9824	100

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2865	Cyclic crudes & intermediates	4	2	330.3	4.8706	93
2869	Industrial organic chemicals n.e.c.	5	2	323.8	1.0737	89
3079	Miscellaneous plastics products	26	9	238.8	.9316	82
3144	Women's nonathletic footwear	3	3	62.1	3.7103	100
3292	Asbestos products	3	1	59.8	4.5520	95
3341	Secondary nonferrous metals	4	1	234.9	4.7365	85
3411	Metal cans	3	3	269.0	3.1602	100
3441	Fabricated structural metal	16	3	46.3	.7513	52
3444	Sheet-metal work	23	3	70.8	1.2281	49
3469	Metal stampings n.e.c.	12	3	53.4	.9483	69
3494	Valves & pipe fittings	7	4	259.1	3.7471	95
3496	Miscellaneous fabricated wire products	5	2	49.2	2.7273	96
3499	Fabricated metal products n.e.c.	9	5	60.2	1.4336	86
3541	Metal-cutting machine tools	21	11	257.9	10.9229	95
3542	Metal-forming machine tools	2	2	31.6	3.3927	100
3544	Special dies, tools, jigs, & fixtures	28	3	34.5	1.1177	39
3561	Pumps & pumping equipment	6	2	73.2	2.1737	84
3563	Air & gas compressors	2	2	79.8	4.3005	100
3621	Motors & generators	2	2	53.4	.9000	100
3634	Electric housewares & fans	1	1	65.0	1.9783	100
3643	Current-carrying wiring devices	9	3	39.8	1.9805	76
3662	Radio & TV communication equipment	2	1	105.6	.4492	98
3711	Motor vehicles & passenger-car bodies	3	2	1,116.1	1.6601	99
3714	Motor-vehicle parts & accessories	14	6	210.6	.6679	90
3724	Aircraft engines & engine parts	1	1	1,503.1	13.8820	100
3944	Games, toys, & children's vehicles	1	1	134.8	4.1705	100
Hancock	**All mfg.**	**44**	**14**	**651.5**	**.0377**	**73**
3633	Household laundry equipment	1	1	169.0	7.4502	100
3674	Semiconductors & related devices	1	1	93.6	1.2459	100
Hardin	**All mfg.**	**21**	**8**	**238.5**	**.0138**	**81**
3714	Motor-vehicle parts & accessories	2	1	86.6	.2746	95
Harrison	**All mfg.**	**7**	**1**	**36.2**	**.0021**	**65**
Henry	**All mfg.**	**24**	**7**	**409.4**	**.0237**	**87**
2032	Canned food specialties	1	1	282.0	7.9428	100
Highland	**All mfg.**	**22**	**11**	**281.9**	**.0163**	**91**
Hocking	**All mfg.**	**11**	**7**	**141.6**	**.0082**	**93**
Holmes	**All mfg.**	**31**	**8**	**162.7**	**.0094**	**57**
Huron	**All mfg.**	**53**	**22**	**662.8**	**.0384**	**82**
Jackson	**All mfg.**	**23**	**9**	**173.3**	**.0100**	**80**
Jefferson	**267 All mfg.**	**36**	**16**	**1,149.5**	**.0665**	**94**
3312	Blast furnaces & steel mills	3	3	789.9	1.5622	100
Knox	**All mfg.**	**26**	**10**	**355.5**	**.0206**	**88**
Lake	**59 All mfg.**	**234**	**59**	**2,269.9**	**.1314**	**79**
2253	Knit-outerwear mills	1	1	36.9	1.3955	100
2869	Industrial organic chemicals n.e.c.	2	1	653.8	2.1679	97
3069	Fabricated rubber products n.e.c.	8	3	80.2	1.7440	90
3451	Screw-machine products	12	3	61.8	2.9350	70
3537	Industrial trucks & tractors	3	2	139.4	5.5823	99
3823	Industrial process-control instruments	3	2	138.3	5.8520	98
Lawrence	**115 All mfg.**	**26**	**13**	**374.9**	**.0217**	**91**
3321	Gray-iron foundries	1	1	69.6	.8537	100
Licking	**186 All mfg.**	**72**	**32**	**1,093.9**	**.0633**	**89**
3296	Mineral wool	1	1	282.5	10.4124	100
3321	Gray-iron foundries	1	1	123.0	1.5087	100
3714	Motor-vehicle parts & accessories	2	2	184.3	.5845	100
Logan	**All mfg.**	**20**	**10**	**178.6**	**.0103**	**79**
Lorain	**156 All mfg.**	**169**	**60**	**5,348.4**	**.3095**	**95**
3312	Blast furnaces & steel mills	1	1	1,449.2	2.8661	100
3321	Gray-iron foundries	5	5	91.1	1.1174	100
3423	Hand & edge tools n.e.c.	1	1	53.2	1.9519	100
3621	Motors & generators	1	1	80.8	1.3617	100
3711	Motor vehicles & passenger-car bodies	2	2	2,089.5	3.1080	100
3713	Truck & bus bodies	1	1	95.9	3.1927	100
3714	Motor-vehicle parts & accessories	3	2	137.6	.4364	98
3731	Ship building & repairing	1	1	54.2	.6627	100
Lucas	**275 All mfg.**	**415**	**120**	**7,584.7**	**.4390**	**89**
2711	Newspapers	3	1	51.3	.3189	95
2911	Petroleum refining	3	3	2,612.2	1.6701	100
3079	Miscellaneous plastics products	14	4	77.1	.3008	67
3211	Flat glass	2	1	179.9	7.5303	98
3229	Pressed & blown glass n.e.c.	3	2	59.8	3.6864	99
3361	Aluminum foundries	3	3	110.1	3.2221	100
3465	Automotive stampings	8	2	209.5	1.7029	87

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
OHIO (Lucas, cont.)						
3469	Metal stampings n.e.c.	14	4	57.6	1.0229	62
3499	Fabricated metal products n.e.c.	10	2	58.4	1.3907	74
3544	Special dies, tools, jigs, & fixtures	28	4	33.7	1.0917	42
3563	Air & gas compressors	2	1	57.0	3.0718	93
3576	Scales & balances, except laboratory	1	1	127.5	21.3568	100
3694	Engine electrical equipment	2	1	144.8	3.2348	98
3711	Motor vehicles & passenger-car bodies	1	1	904.1	1.3448	100
3714	Motor-vehicle parts & accessories	8	6	535.5	1.6983	99
Madison	**64 All mfg.**	**17**	**6**	**153.0**	**.0089**	**72**
Mahoning	**300 All mfg.**	**202**	**56**	**2,139.2**	**.1238**	**82**
3312	Blast furnaces & steel mills	2	2	817.5	1.6168	100
3442	Metal doors, sash, & trim	7	4	111.9	2.8913	96
3641	Electric lamps	2	2	80.3	3.9553	100
3743	Railroad equipment	1	1	112.2	1.9189	100
Marion	**All mfg.**	**51**	**20**	**1,145.4**	**.0663**	**92**
3531	Construction machinery	1	1	362.0	2.2280	100
3585	Refrigeration & heating equipment	1	1	208.6	1.2051	100
Medina	**59 All mfg.**	**104**	**31**	**573.8**	**.0332**	**61**
Meigs	**All mfg.**	**8**		**17.8**	**.0010**	**0**
Mercer	**All mfg.**	**22**	**8**	**362.7**	**.0210**	**89**
3523	Farm machinery & equipment	3	2	118.8	1.0760	98
3751	Motorcycles, bicycles, & parts	1	1	119.4	9.9211	100
Miami	**70 All mfg.**	**91**	**27**	**1,058.5**	**.0613**	**83**
3551	Food-products machinery	2	2	257.3	8.2645	100
3621	Motors & generators	1	1	60.6	1.0213	100
3623	Electric welding apparatus	1	1	132.8	8.4189	100
3728	Aircraft equipment n.e.c.	3	2	65.6	.8932	98
Monroe	**All mfg.**	**3**	**3**	**617.5**	**.0357**	**100**
3334	Primary aluminum	1	1	326.9	4.9772	100
Montgomery	**70 All mfg.**	**501**	**130**	**6,854.7**	**.3967**	**89**
2621	Paper mills, except building paper	4	4	138.7	.7462	100
2711	Newspapers	6	1	61.2	.3805	84
2721	Periodicals	3	2	321.5	4.2693	99
3011	Tires & inner tubes	1	1	176.4	1.7250	100
3079	Miscellaneous plastics products	19	5	81.8	.3191	65
3321	Gray-iron foundries	5	3	76.6	.9396	95
3465	Automotive stampings	2	2	151.2	1.2290	100
3544	Special dies, tools, jigs, & fixtures	77	13	108.1	3.5020	46
3545	Machine-tool accessories	11	2	44.4	2.2676	80
3561	Pumps & pumping equipment	5	2	56.7	1.6837	87
3573	Electronic computing equipment	1	1	535.2	2.2137	100
3585	Refrigeration & heating equipment	3	3	1,119.3	6.4661	100
3599	Machinery, except electrical, n.e.c.	27	3	97.9	.8902	43
3679	Electronic components n.e.c.	8	3	37.0	.4878	79
3714	Motor-vehicle parts & accessories	6	5	1,853.7	5.8789	100
3953	Marking devices	2	1	46.0	16.4697	98
Morgan	**All mfg.**	**5**	**3**	**138.7**	**.0080**	**94**
Morrow	**All mfg.**	**9**	**5**	**105.8**	**.0061**	**84**
Muskingum	**All mfg.**	**60**	**18**	**559.2**	**.0324**	**76**
3229	Pressed & blown glass n.e.c.	1	1	25.0	1.5411	100
3694	Engine electrical equipment	1	1	89.1	1.9905	100
Noble	**All mfg.**	**3**	**1**	**39.1**	**.0023**	**32**
Ottawa	**275 All mfg.**	**28**	**11**	**248.7**	**.0144**	**81**
Paulding	**All mfg.**	**10**	**5**	**105.3**	**.0061**	**87**
Perry	**All mfg.**	**15**	**7**	**96.8**	**.0056**	**81**
Pickaway	**64 All mfg.**	**16**	**9**	**460.9**	**.0267**	**92**
2821	Plastics materials & synthetic resins	2	2	199.5	1.4547	100
3641	Electric lamps	1	1	70.7	3.4824	100
Pike	**All mfg.**	**11**	**3**	**435.7**	**.0252**	**95**
2819	Industrial inorganic chemicals n.e.c.	1	1	371.0	3.4451	100
Portage	**2 All mfg.**	**105**	**26**	**543.2**	**.0314**	**61**
3079	Miscellaneous plastics products	16	6	114.2	.4455	74

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% in Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Preble	**70 All mfg.**	**21**	**4**	**119.5**	**.0069**	**57**
Putnam	**151 All mfg.**	**17**	**7**	**227.5**	**.0132**	**89**
3672	Cathode-ray TV picture tubes	1	1	126.5	11.8824	100
Richland	**166 All mfg.**	**112**	**40**	**1,639.5**	**.0949**	**89**
3312	Blast furnaces & steel mills	2	2	289.9	.5733	100
3317	Steel pipe & tubes	2	2	71.2	2.2247	100
3561	Pumps & pumping equipment	5	4	66.8	1.9837	94
3631	Household cooking equipment	2	2	123.0	6.1962	100
3633	Household laundry equipment	1	1	161.1	7.1019	100
3714	Motor-vehicle parts & accessories	2	1	226.0	.7167	99
3822	Environmental controls	2	2	96.1	5.2791	100
Ross	**All mfg.**	**21**	**6**	**553.1**	**.0320**	**91**
2621	Paper mills, except building paper	1	1	394.7	2.1233	100
Sandusky	**All mfg.**	**66**	**22**	**669.2**	**.0387**	**81**
3633	Household laundry equipment	1	1	211.4	9.3193	100
Scioto	**All mfg.**	**25**	**8**	**139.0**	**.0080**	**55**
Seneca	**All mfg.**	**52**	**25**	**927.5**	**.0537**	**82**
3321	Gray-iron foundries	2	2	75.9	.9310	100
3621	Motors & generators	1	1	50.5	.8511	100
3694	Engine electrical equipment	1	1	89.1	1.9905	100
3714	Motor-vehicle parts & accessories	1	1	74.6	.2366	100
Shelby	**All mfg.**	**47**	**17**	**660.7**	**.0382**	**90**
3469	Metal stampings n.e.c.	1	1	51.5	.9146	100
3585	Refrigeration & heating equipment	1	1	319.8	1.8475	100
Stark	**48 All mfg.**	**295**	**91**	**5,499.9**	**.3183**	**89**
2011	Meat-packing plants	3	2	503.3	1.2973	99
3069	Fabricated rubber products n.e.c.	6	4	68.1	1.4809	93
3079	Miscellaneous plastics products	13	3	69.3	.2704	68
3253	Ceramic wall & floor tile	5	5	44.8	11.2846	100
3312	Blast furnaces & steel mills	3	3	1,578.2	3.1212	100
3316	Cold-rolled steel sheet, strip, & bars	3	3	124.2	3.8033	100
3317	Steel pipe & tubes	3	2	79.8	2.4934	95
3325	Steel foundries n.e.c.	3	3	107.4	4.1347	100
3399	Primary metal products n.e.c.	4	2	70.5	7.2703	96
3462	Iron & steel forgings	4	3	109.8	3.1589	96
3465	Automotive stampings	1	1	210.1	1.7078	100
3536	Hoists, industrial cranes, & monorails	2	2	50.9	4.6399	100
3562	Ball & roller bearings	3	2	323.9	14.4637	99
3635	Household vacuum cleaners	1	1	232.2	27.7154	100
Summit	**2 All mfg.**	**421**	**119**	**5,661.8**	**.3277**	**86**
2812	Alkalies & chlorine	2	1	103.6	4.9235	97
2822	Synthetic rubber	5	5	452.0	18.7926	100
3011	Tires & inner tubes	8	7	1,202.1	11.7556	100
3069	Fabricated rubber products n.e.c.	25	8	82.4	1.7918	62
3079	Miscellaneous plastics products	24	6	97.4	.3800	51
3443	Fabricated plate work (boiler shops)	6	2	477.7	5.4025	98
3444	Sheet-metal work	9	3	71.4	1.2385	79
3465	Automotive stampings	5	3	602.6	4.8983	97
3531	Construction machinery	2	1	228.5	1.4063	99
3544	Special dies, tools, jigs, & fixtures	36	9	82.3	2.6662	70
3559	Special-industry machinery n.e.c.	14	3	94.5	1.4932	63
3569	General industrial machinery n.e.c.	7	3	41.9	1.9222	88
3592	Carburetors, pistons, rings, & valves	1	1	129.0	5.3185	100
3599	Machinery, except electrical, n.e.c.	26	2	94.1	.8557	46
3728	Aircraft equipment n.e.c.	5	2	322.9	4.3964	98
Trumbull	**300 All mfg.**	**157**	**53**	**6,743.6**	**.3903**	**96**
3312	Blast furnaces & steel mills	4	3	1,529.2	3.0243	100
3316	Cold-rolled steel sheet, strip, & bars	3	2	109.5	3.3531	98
3317	Steel pipe & tubes	3	2	75.1	2.3466	98
3356	Nonferrous rolling & drawing n.e.c.	1	1	176.3	4.9051	100
3465	Automotive stampings	1	1	412.3	3.3514	100
3641	Electric lamps	2	2	93.2	4.5907	100
3694	Engine electrical equipment	2	1	596.1	13.3168	100
3711	Motor vehicles & passenger-car bodies	1	1	1,928.8	2.8690	100
3714	Motor-vehicle parts & accessories	2	2	530.5	1.6825	100
3743	Railroad equipment	2	2	319.5	5.4643	100
Tuscarawas	**All mfg.**	**89**	**24**	**640.1**	**.0370**	**69**
Union	**All mfg.**	**17**	**9**	**403.5**	**.0234**	**95**
2874	Phosphatic fertilizers	1	1	235.0	6.6642	100
Van Wert	**151 All mfg.**	**22**	**9**	**303.5**	**.0176**	**84**
Vinton	**All mfg.**	**7**	**1**	**43.1**	**.0025**	**65**
Warren	**57 All mfg.**	**45**	**14**	**272.0**	**.0157**	**74**
Washington	**205 All mfg.**	**40**	**15**	**625.6**	**.0362**	**89**

1980 (S&MM Est.)

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2522	Metal office furniture	1	1	57.2	3.5381	100
3312	Blast furnaces & steel mills	1	1	159.5	.3154	100
Wayne	**All mfg.**	**91**	**32**	**870.5**	**.0504**	**81**
3079	Miscellaneous plastics products	2	1	96.2	.3753	98
3713	Truck & bus bodies	3	3	40.0	1.3317	100
Williams	**All mfg.**	**53**	**27**	**527.2**	**.0305**	**84**
3546	Power-driven hand tools	1	1	40.0	3.9988	100
3714	Motor-vehicle parts & accessories	7	6	85.1	.2699	94
Wood 275	**All mfg.**	**63**	**27**	**853.9**	**.0494**	**88**
3211	Flat glass	1	1	199.8	8.3633	100
3714	Motor-vehicle parts & accessories	3	2	257.4	.8163	99
Wyandot	**All mfg.**	**26**	**10**	**192.4**	**.0111**	**77**
3079	Miscellaneous plastics products	8	6	87.1	.3398	96
State Total	**All mfg.**	**8,815**	**2,727**	**118,044.4**	**6.8319**	**85**

OKLAHOMA

Adair	**All mfg.**	**4**	**1**	**41.5**	**.0024**	**76**
Alfalfa	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Atoka	**All mfg.**	**4**	**1**	**13.7**	**.0008**	**35**
Beaver	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Beckham	**All mfg.**	**3**	**1**	**16.1**	**.0009**	**26**
Blaine	**All mfg.**	**6**	**3**	**61.6**	**.0036**	**75**
Bryan	**All mfg.**	**16**	**3**	**118.8**	**.0069**	**47**
Caddo	**All mfg.**	**8**	**3**	**85.0**	**.0050**	**44**
Canadian 198	**All mfg.**	**12**	**1**	**56.6**	**.0033**	**13**
Carter	**All mfg.**	**22**	**4**	**272.4**	**.0158**	**76**
3011	Tires & inner tubes	1	1	122.9	1.2019	100
Cherokee	**All mfg.**	**1**	**1**	**4.3**	**.0002**	**100**
Choctaw	**All mfg.**	**7**	**1**	**28.2**	**.0016**	**26**
Cleveland 198	**All mfg.**	**24**	**4**	**202.1**	**.0117**	**75**
Coal	**All mfg.**	**1**	**1**	**10.5**	**.0006**	**100**
Comanche 148	**All mfg.**	**26**	**5**	**114.2**	**.0066**	**43**
Cotton	**All mfg.**	**1**	**1**	**4.9**	**.0003**	**100**
Craig	**All mfg.**	**5**	**1**	**17.5**	**.0010**	**47**
Creek 279	**All mfg.**	**24**	**7**	**206.3**	**.0119**	**66**
Custer	**All mfg.**	**13**	**3**	**105.7**	**.0061**	**69**
Delaware	**All mfg.**	**3**	**1**	**7.8**	**.0005**	**53**
Ellis	**All mfg.**	**1**		**6.8**	**.0004**	**0**
Garfield 82	**All mfg.**	**22**	**9**	**1,455.5**	**.0842**	**95**
Garvin	**All mfg.**	**13**	**3**	**448.1**	**.0259**	**96**
Grady	**All mfg.**	**27**	**8**	**249.2**	**.0144**	**62**
Grant	**All mfg.**	**1**		**8.0**	**.0005**	**0**
Greer	**All mfg.**	**2**		**2.6**	**.0002**	**0**
Harmon	**All mfg.**	**1**		**6.5**	**.0004**	**0**
Haskell	**All mfg.**	**1**		**5.0**	**.0003**	**0**
Hughes	**All mfg.**	**2**	**2**	**13.9**	**.0008**	**100**
Jackson	**All mfg.**	**7**	**2**	**53.9**	**.0031**	**63**
Jefferson	**All mfg.**	**4**		**10.1**	**.0006**	**0**
Johnston	**All mfg.**	**3**		**7.5**	**.0004**	**0**
Kay	**All mfg.**	**44**	**7**	**5,067.8**	**.2933**	**98**
2911	Petroleum refining	1	1	4,776.9	3.0542	100
Kingfisher	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Kiowa	**All mfg.**	**4**		**17.9**	**.0010**	**0**
La Flore 94	**All mfg.**	**10**	**5**	**47.8**	**.0028**	**70**
Lincoln	**All mfg.**	**10**	**3**	**399.5**	**.0231**	**95**
Logan	**All mfg.**	**5**	**3**	**55.8**	**.0032**	**97**
Love	**All mfg.**	**3**	**2**	**23.7**	**.0014**	**86**
McClain 198	**All mfg.**	**2**	**1**	**9.5**	**.0005**	**81**
McCurtain	**All mfg.**	**15**	**6**	**244.2**	**.0141**	**88**
2421	General sawmills & planing mills	4	1	102.6	.8232	86
McIntosh	**All mfg.**	**4**	**1**	**24.1**	**.0014**	**23**
Major	**All mfg.**	**3**	**1**	**18.0**	**.0010**	**74**
Marshall	**All mfg.**	**6**	**2**	**19.9**	**.0012**	**70**
Mayes 279	**All mfg.**	**23**	**9**	**494.2**	**.0286**	**72**
Murray	**All mfg.**	**5**	**1**	**53.4**	**.0031**	**79**
Muskogee	**All mfg.**	**40**	**14**	**435.9**	**.0252**	**79**
Noble	**All mfg.**	**3**	**1**	**101.6**	**.0059**	**67**
Nowata	**All mfg.**	**3**	**2**	**22.6**	**.0013**	**94**
Okfuskee	**All mfg.**	**2**	**2**	**12.8**	**.0007**	**100**
Oklahoma 198	**All mfg.**	**343**	**80**	**4,483.2**	**.2595**	**80**
2013	Sausages & other prepared meats	5	2	230.9	2.1412	90
2711	Newspapers	5	2	70.7	.4396	89

1980 (S&MM Est.)

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3011	Tires & inner tubes	1	1	176.4	1.7250	100
3441	Fabricated structural metal	7	3	50.8	.8243	83
3533	Oil-field machinery	19	2	95.9	1.9782	39
3573	Electronic computing equipment	1	1	160.6	.6643	100
3661	Telephone & telegraph apparatus	1	1	379.8	2.9874	100
3711	Motor vehicles & passenger-car bodies	1	1	1,205.5	1.7931	100
3714	Motor-vehicle parts & accessories	9	3	150.3	.4767	85
3721	Aircraft	1	1	159.8	.6999	100
Okmulgee	**All mfg.**	**20**	**3**	**464.6**	**.0269**	**53**
Osage 279	**All mfg.**	**5**	**5**	**294.4**	**.0170**	**100**
Ottawa	**All mfg.**	**20**	**5**	**306.7**	**.0178**	**86**
3011	Tires & inner tubes	1	1	196.1	1.9177	100
Pawnee	**All mfg.**	**3**	**1**	**6.3**	**.0004**	**59**
Payne	**All mfg.**	**19**	**6**	**366.2**	**.0212**	**85**
Pittsburg	**All mfg.**	**18**	**8**	**235.9**	**.0137**	**60**
3489	Ordnance & accessories n.e.c.	1	1	40.6	4.9506	100
Pontotoc	**All mfg.**	**21**	**6**	**142.1**	**.0082**	**64**
Pottawatomie 198	**All mfg.**	**23**	**6**	**164.4**	**.0095**	**71**
Pushmataha	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Rogers 279	**All mfg.**	**14**	**3**	**71.3**	**.0041**	**68**
Seminole	**All mfg.**	**18**	**5**	**84.9**	**.0049**	**61**
Sequoyah 94	**All mfg.**	**8**	**1**	**41.9**	**.0024**	**44**
Stephens	**All mfg.**	**18**	**4**	**779.5**	**.0451**	**94**
3533	Oil-field machinery	2	1	185.3	3.8224	99
Texas	**All mfg.**	**5**	**2**	**182.5**	**.0106**	**25**
Tillman	**All mfg.**	**9**	**3**	**40.4**	**.0023**	**78**
Tulsa 279	**All mfg.**	**449**	**112**	**5,414.8**	**.3134**	**83**
2911	Petroleum refining	3	2	2,039.3	1.3038	97
3079	Miscellaneous plastics products	16	4	81.4	.3176	59
3441	Fabricated structural metal	16	4	60.6	.9833	60
3443	Fabricated plate work (boiler shops)	25	11	210.9	2.3852	79
3531	Construction machinery	10	6	342.0	2.1049	95
3533	Oil-field machinery	25	11	357.5	7.3745	87
3561	Pumps & pumping equipment	7	3	70.5	2.0935	87
3721	Aircraft	2	1	231.2	1.0126	99
3728	Aircraft equipment n.e.c.	5	1	82.7	1.1260	92
Wagoner 279	**All mfg.**	**4**	**3**	**43.1**	**.0025**	**96**
Washington	**All mfg.**	**15**	**5**	**197.0**	**.0114**	**86**
Washita	**All mfg.**	**3**	**2**	**14.9**	**.0009**	**88**
Woods	**All mfg.**	**2**		**3.0**	**.0002**	**0**
Woodward	**All mfg.**	**7**	**3**	**63.1**	**.0037**	**88**
State Total	**All mfg.**	**1,474**	**389**	**24,092.8**	**1.3944**	**84**

OREGON

Baker	**All mfg.**	**8**	**6**	**113.7**	**.0066**	**93**
Benton	**All mfg.**	**38**	**7**	**238.2**	**.0138**	**54**
Clackamas 218	**All mfg.**	**119**	**32**	**909.3**	**.0526**	**71**
2421	General sawmills & planing mills	11	5	85.9	.6892	79
2621	Paper mills, except building paper	2	2	188.0	1.0114	100
3425	Hand saws & saw blades	3	2	67.3	14.9622	96
Clatsop	**All mfg.**	**21**	**5**	**278.7**	**.0161**	**69**
Columbia	**All mfg.**	**28**	**8**	**407.2**	**.0236**	**79**
2621	Paper mills, except building paper	2	2	181.7	.9775	100
Coos	**All mfg.**	**52**	**16**	**596.6**	**.0345**	**73**
2421	General sawmills & planing mills	11	7	112.9	.9058	89
2436	Softwood veneer & plywood	9	4	203.7	4.6168	87
2492	Particleboard	1	1	47.2	9.1722	100
Crook	**All mfg.**	**11**	**6**	**93.4**	**.0054**	**86**
Curry	**All mfg.**	**9**	**4**	**172.3**	**.0100**	**91**
Deschutes	**All mfg.**	**42**	**11**	**228.8**	**.0132**	**58**
Douglas	**All mfg.**	**63**	**23**	**1,183.8**	**.0685**	**79**
2436	Softwood veneer & plywood	13	11	679.8	15.4076	98
Grant	**All mfg.**	**5**	**2**	**36.0**	**.0021**	**69**
Harney	**All mfg.**	**2**	**1**	**66.0**	**.0038**	**97**
Hood River	**All mfg.**	**15**	**6**	**95.9**	**.0056**	**69**
Jackson	**All mfg.**	**84**	**23**	**680.0**	**.0394**	**61**
2421	General sawmills & planing mills	11	4	101.7	.8160	68
2436	Softwood veneer & plywood	13	10	266.0	6.0289	95
Jefferson	**All mfg.**	**7**	**2**	**87.8**	**.0051**	**68**
Josephine	**All mfg.**	**28**	**12**	**273.6**	**.0158**	**73**
Klamath	**All mfg.**	**30**	**8**	**341.6**	**.0198**	**61**
2421	General sawmills & planing mills	9	4	90.0	.7221	79

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
OREGON (Klamath, cont.)						
2499	Wood products n.e.c.	1	1	90.4	3.0929	100
Lake	**All mfg.**	**7**	**2**	**45.8**	**.002**	**36**
Lane	**84 All mfg.**	**190**	**49**	**1,886.8**	**.1092**	**69**
2421	General sawmills & planing mills	30	12	357.8	2.8708	82
2436	Softwood veneer & plywood	23	13	472.0	10.6979	84
2631	Paperboard mills	1	1	323.9	3.0889	100
Lincoln	**All mfg.**	**20**	**3**	**271.6**	**.0157**	**69**
2631	Paperboard mills	1	1	167.3	1.5955	100
Linn	**All mfg.**	**77**	**33**	**1,241.2**	**.0718**	**81**
2436	Softwood veneer & plywood	12	11	340.8	7.7242	99
3339	Primary nonferrous metals n.e.c.	2	2	290.6	21.3144	100
Malheur	**All mfg.**	**8**	**2**	**107.6**	**.0062**	**84**
2037	Frozen fruits & vegetables	1	1	70.0	1.6615	100
Marion	**241 All mfg.**	**133**	**31**	**887.9**	**.0514**	**63**
2033	Canned fruits & vegetables	10	7	101.0	1.3052	90
2037	Frozen fruits & vegetables	8	4	161.3	3.8286	90
Morrow	**All mfg.**	**2**	**2**	**41.0**	**.0024**	**100**
Multnomah	**218 All mfg.**	**602**	**139**	**5,094.1**	**.2948**	**70**
2051	Bread, cake, & related products	12	4	70.5	.6284	71
2253	Knit-outerwear mills	4	1	54.7	2.0686	91
2339	Women's & misses' outerwear n.e.c.	2	2	72.4	1.8051	100
2431	Millwork	12	5	74.6	1.7232	78
2651	Folding paperboard boxes	5	3	62.1	2.1732	96
2711	Newspapers	5	1	61.7	.3836	88
3325	Steel foundries n.e.c.	6	3	93.7	3.6073	90
3537	Industrial trucks & tractors	4	3	91.3	3.6561	99
3711	Motor vehicles & passenger-car bodies	1	1	502.4	.7473	100
3731	Ship building & repairing	7	4	85.0	1.0393	92
3743	Railroad equipment	2	1	107.1	1.8317	97
Polk	**241 All mfg.**	**16**	**7**	**181.1**	**.0105**	**79**
Tillamook	**All mfg.**	**15**	**5**	**200.8**	**.0116**	**83**
Umatilla	**All mfg.**	**31**	**11**	**297.6**	**.0172**	**74**
2037	Frozen fruits & vegetables	6	3	89.8	2.1315	88
Union	**All mfg.**	**14**	**6**	**148.9**	**.0086**	**70**
Wallowa	**All mfg.**	**6**		**38.3**	**.0022**	**0**
Wasco	**All mfg.**	**10**	**5**	**196.2**	**.0114**	**76**
Washington	**218 All mfg.**	**115**	**33**	**1,139.2**	**.0659**	**79**
3573	Electronic computing equipment	3	2	127.4	.5270	98
3825	Electricity-measuring instruments	3	1	378.7	9.7257	99
Wheeler	**All mfg.**	**1**	**1**	**19.2**	**.0011**	**100**
Yamhill	**All mfg.**	**54**	**8**	**405.4**	**.0235**	**50**
State Total	**All mfg.**	**1,863**	**509**	**18,005.6**	**1.0421**	**71**
PENNSYLVANIA						
Adams	**299 All mfg.**	**45**	**18**	**347.2**	**.0201**	**80**
2033	Canned fruits & vegetables	5	4	137.8	1.7807	99
3149	Nonrubber footwear n.e.c.	3	1	15.0	2.0339	91
Allegheny	**214 All mfg.**	**710**	**210**	**11,169.4**	**.6464**	**86**
2032	Canned food specialties	1	1	334.8	9.4299	100
2051	Bread, cake, & related products	33	6	119.1	1.0616	55
2711	Newspapers	12	5	151.1	.9394	91
2752	Lithographic commercial printing	27	4	156.7	1.3311	50
3079	Miscellaneous plastics products	15	5	103.7	.4046	75
3221	Glass containers	1	1	42.5	1.5159	100
3312	Blast furnaces & steel mills	14	13	4,072.1	8.0534	100
3316	Cold-rolled steel sheet, strip, & bars	5	3	101.2	3.0990	92
3325	Steel foundries n.e.c.	7	5	91.0	3.5034	94
3441	Fabricated structural metal	19	7	94.7	1.5366	75
3462	Iron & steel forgings	9	6	111.4	3.2049	93
3494	Valves & pipe fittings	9	4	84.1	1.2163	81
3498	Fabricated pipe & fittings	4	2	121.6	5.7097	90
3499	Fabricated metal products n.e.c.	6	3	60.7	1.4455	92
3531	Construction machinery	5	4	145.5	.8955	93
3545	Machine-tool accessories	6	3	39.4	2.0123	91
3547	Rolling-mill machinery	6	5	76.2	18.2166	97
3559	Special-industry machinery n.e.c.	11	4	117.7	1.8598	89
3567	Industrial-process furnaces & ovens	7	4	34.0	5.2770	91
3599	Machinery, except electrical, n.e.c.	16	1	99.7	.9064	61
3612	Transformers	1	1	111.5	3.7406	100
3621	Motors & generators	6	4	132.4	2.2314	96
3622	Industrial controls	5	1	67.0	2.1073	88
3634	Electric housewares & fans	1	1	88.6	2.6966	100
3662	Radio & TV communication equipment	2	2	165.5	.7039	100
3711	Motor vehicles & passenger-car bodies	1	1	442.0	.6575	100
3731	Ship building & repairing	2	2	111.1	1.3584	100
3743	Railroad equipment	3	1	232.7	3.9798	97
Armstrong	**All mfg.**	**36**	**14**	**512.1**	**.0296**	**87**
3211	Flat glass	1	1	95.8	4.0100	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	93.5	2.8632	100
Beaver	**214 All mfg.**	**78**	**35**	**3,280.1**	**.1898**	**97**
2821	Plastics materials & synthetic resins	1	1	149.8	1.0923	100
3312	Blast furnaces & steel mills	4	4	1,712.4	3.3866	100
3316	Cold-rolled steel sheet, strip, & bars	6	5	94.9	2.9061	95
3317	Steel pipe & tubes	3	3	452.1	14.1264	100
3452	Bolts, nuts, rivets, & washers	2	2	132.6	3.3740	100
3613	Switchgear & switchboard apparatus	1	1	175.3	3.7633	100
Bedford	**All mfg.**	**20**	**6**	**164.5**	**.0095**	**73**
Berks	**227 All mfg.**	**288**	**115**	**3,471.6**	**.2009**	**83**
2065	Confectionery products	8	4	168.9	3.0069	90
2254	Knit-underwear mills	12	8	69.6	9.5447	89
3312	Blast furnaces & steel mills	1	1	379.7	.7509	100
3317	Steel pipe & tubes	2	2	63.4	1.9810	100
3321	Gray-iron foundries	8	7	82.2	1.0083	96
3552	Textile machinery	2	1	59.7	3.6745	95
3631	Household cooking equipment	1	1	69.8	3.5162	100
3674	Semiconductors & related devices	1	1	201.1	2.6769	100
3691	Storage batteries	4	3	146.9	5.9942	98
3714	Motor-vehicle parts & accessories	1	1	145.5	.4614	100
3851	Ophthalmic goods	4	2	22.9	3.0635	92
Blair	**8 All mfg.**	**71**	**32**	**862.3**	**.0499**	**82**
2253	Knit-outerwear mills	2	2	53.3	2.0157	100
Bradford	**All mfg.**	**24**	**14**	**538.5**	**.0312**	**94**
3356	Nonferrous rolling & drawing n.e.c.	1	1	224.4	6.2434	100
3546	Power-driven hand tools	1	1	36.4	3.6389	100
Bucks	**211 All mfg.**	**352**	**101**	**3,870.6**	**.2240**	**79**
2641	Paper coating & glazing	4	3	109.1	2.5607	92
2821	Plastics materials & synthetic resins	3	1	176.7	1.2885	93
3312	Blast furnaces & steel mills	1	1	1,101.4	2.1783	100
3559	Special-industry machinery n.e.c.	7	3	87.9	1.3889	91
3823	Industrial process-control instruments	4	2	266.1	11.2597	98
Butler	**All mfg.**	**86**	**29**	**2,072.1**	**.1199**	**90**
3312	Blast furnaces & steel mills	1	1	434.8	.8599	100
3743	Railroad equipment	1	1	259.1	4.4313	100
Cambria	**127 All mfg.**	**65**	**21**	**1,860.4**	**.1077**	**94**
3312	Blast furnaces & steel mills	1	1	1,304.4	2.5797	100
3325	Steel foundries n.e.c.	1	1	61.9	2.3831	100
3743	Railroad equipment	1	1	146.9	2.5124	100
Cameron	**All mfg.**	**6**	**4**	**56.2**	**.0033**	**89**
Carbon	**7 All mfg.**	**43**	**12**	**369.2**	**.0214**	**74**
2331	Women's & misses' blouses	12	4	94.9	3.2484	72
Centre	**All mfg.**	**44**	**24**	**653.8**	**.0378**	**91**
3351	Copper rolling & drawing	1	1	234.0	4.1394	100
Chester	**211 All mfg.**	**249**	**81**	**3,959.2**	**.2291**	**81**
2033	Canned fruits & vegetables	16	6	170.7	2.2059	80
2037	Frozen fruits & vegetables	1	1	104.8	2.4875	100
2819	Industrial inorganic chemicals n.e.c.	2	1	179.8	1.6696	94
2834	Pharmaceutical preparations	3	3	558.2	3.3662	100
3079	Miscellaneous plastics products	9	5	79.2	.3090	86
3312	Blast furnaces & steel mills	7	5	740.2	1.4639	98
3573	Electronic computing equipment	2	2	267.3	1.1056	100
Clarion	**All mfg.**	**16**	**5**	**110.9**	**.0064**	**66**
3221	Glass containers	2	2	52.2	1.8619	100
Clearfield	**All mfg.**	**45**	**17**	**436.4**	**.0253**	**78**
Clinton	**All mfg.**	**18**	**8**	**402.3**	**.0233**	**87**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
3721	Aircraft	2	2	183.3	.8028	100
Columbia	**All mfg.**	**62**	**22**	**691.0**	**.0400**	**83**
2099	Food preparations n.e.c.	1	1	133.3	1.6557	100
3743	Railroad equipment	1	1	86.4	1.4777	100
Crawford	**All mfg.**	**54**	**20**	**678.3**	**.0393**	**78**
3964	Needles, pins, & fasteners	1	1	69.9	8.8616	100
Cumberland	**110 All mfg.**	**70**	**35**	**1,151.7**	**.0667**	**87**
2272	Tufted carpets & rugs	1	1	136.2	2.6724	100
3011	Tires & inner tubes	1	1	117.6	1.1500	100
3211	Flat glass	1	1	82.9	3.4701	100
3442	Metal doors, sash, & trim	1	1	44.7	1.1550	100
3679	Electronic components n.e.c.	7	5	92.2	1.2155	97
Dauphin	**110 All mfg.**	**100**	**38**	**2,467.6**	**.1428**	**92**
2066	Chocolate & cocoa products	1	1	814.4	41.9340	100
3149	Nonrubber footwear n.e.c.	4	3	17.1	2.3186	94
3312	Blast furnaces & steel mills	2	2	608.5	1.2034	100
3572	Typewriters	1	1	195.0	7.5870	100
Delaware	**211 All mfg.**	**228**	**75**	**7,919.1**	**.4583**	**94**
2621	Paper mills, except building paper	1	1	315.6	1.6978	100
2721	Periodicals	15	1	150.8	2.0025	73
2911	Petroleum refining	3	3	4,435.1	2.8356	100
3443	Fabricated plate work (boiler shops)	1	1	95.5	1.0800	100
3511	Turbines & turbine-generator set units	1	1	482.1	12.9531	100
3629	Electrical industrial apparatus n.e.c.	3	2	61.6	7.0481	99
3721	Aircraft	1	1	342.5	1.5001	100
3731	Ship building & repairing	1	1	237.9	2.9088	100
3743	Railroad equipment	1	1	129.5	2.2148	100
3842	Surgical appliances & supplies	3	2	149.9	3.9880	99
3911	Precious-metal jewelry	1	1	145.4	5.9403	100
Elk	**All mfg.**	**35**	**16**	**561.7**	**.0325**	**89**
3624	Carbon & graphite products	6	6	257.1	26.4425	100
Erie	**83 All mfg.**	**229**	**84**	**2,663.7**	**.1542**	**86**
2621	Paper mills, except building paper	1	1	276.3	1.4864	100
3069	Fabricated rubber products n.e.c.	3	1	49.5	1.0764	88
3079	Miscellaneous plastics products	24	10	162.9	.6355	76
3321	Gray-iron foundries	6	4	67.0	.8218	91
3443	Fabricated plate work (boiler shops)	3	2	69.6	.7871	96
3494	Valves & pipe fittings	9	5	96.4	1.3942	89
3621	Motors & generators	2	1	78.6	1.3247	98
3679	Electronic components n.e.c.	4	4	76.9	1.0138	100
3743	Railroad equipment	1	1	481.8	8.2401	100
Fayette	**All mfg.**	**66**	**23**	**518.6**	**.0300**	**79**
3221	Glass containers	1	1	48.5	1.7299	100
Forest	**All mfg.**	**5**	**2**	**29.6**	**.0017**	**67**
Franklin	**All mfg.**	**55**	**26**	**708.0**	**.0410**	**85**
2311	Men's & boys' suits & coats	1	1	74.5	2.0536	100
3536	Hoists, industrial cranes, & monorails	3	2	137.6	12.5433	99
3541	Metal-cutting machine tools	2	2	41.7	1.7661	100
Fulton	**All mfg.**	**2**	**1**	**22.7**	**.0013**	**85**
Greene	**All mfg.**	**8**	**1**	**27.0**	**.00**	**26**
Huntingdon	**All mfg.**	**17**	**9**	**142.5**	**.0082**	**88**
Indiana	**All mfg.**	**31**	**10**	**326.5**	**.0189**	**82**
3442	Metal doors, sash, & trim	1	1	44.8	1.1576	100
3535	Conveyors & conveying equipment	2	1	70.7	2.8693	93
Jefferson	**All mfg.**	**31**	**8**	**207.4**	**.0120**	**75**
Juniata	**All mfg.**	**9**	**4**	**48.8**	**.0028**	**75**
Lackawanna	**196 All mfg.**	**209**	**71**	**1,670.3**	**.0967**	**75**
2327	Men's & boys' separate trousers	8	8	34.8	1.5965	100
2335	Women's & misses' dresses	36	4	107.3	1.9848	27
3672	Cathode-ray TV picture tubes	1	1	101.2	9.5059	100
Lancaster	**142 All mfg.**	**321**	**122**	**3,863.4**	**.2236**	**83**
2017	Poultry & egg processing	1	1	32.7	3.0527	100
2026	Fluid milk	4	1	182.4	1.0842	82
2341	Women's & children's underwear	13	10	72.1	3.1683	94
2834	Pharmaceutical preparations	2	2	131.2	.7912	100
3322	Malleable-iron foundries	4	4	80.3	10.1363	100
3523	Farm machinery & equipment	4	3	154.3	1.3975	97
3672	Cathode-ray TV picture tubes	1	1	164.4	15.4424	100
3996	Hard-surface floor coverings n.e.c.	2	1	312.5	48.9428	99
Lawrence	**All mfg.**	**67**	**24**	**584.5**	**.0338**	**76**
Lebanon	**All mfg.**	**93**	**41**	**843.2**	**.0488**	**82**
3325	Steel foundries n.e.c.	2	2	67.1	2.5833	100
3452	Bolts, nuts, rivets, & washers	1	1	86.0	2.1882	100

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
Lehigh	**7 All mfg.**	**226**	**78**	**3,770.6**	**.2182**	**90**
2311	Men's & boys' suits & coats	4	2	44.3	1.2212	94
2321	Men's & boys' shirts & nightwear	8	3	31.1	.8438	73
2339	Women's & misses' outerwear n.e.c.	14	6	77.3	1.9273	72
3585	Refrigeration & heating equipment	1	1	375.4	2.1687	100
3634	Electric housewares & fans	1	1	90.9	2.7666	100
3671	Receiving-type electron tubes	1	1	71.6	33.3178	100
3711	Motor vehicles & passenger-car bodies	1	1	1,145.9	1.7045	100
Luzerne	**196 All mfg.**	**379**	**125**	**2,402.1**	**.1390**	**69**
2067	Chewing gum	1	1	84.4	11.7255	100
2121	Cigars	4	3	42.8	13.2878	96
2335	Women's & misses' dresses	94	15	318.8	5.8972	39
3149	Nonrubber footwear n.e.c.	6	6	14.2	1.9254	100
3559	Special-industry machinery n.e.c.	5	3	71.7	1.1329	95
3674	Semiconductors & related devices	1	1	104.0	1.3844	100
Lycoming	**294 All mfg.**	**95**	**46**	**1,390.1**	**.0805**	**89**
2051	Bread, cake, & related products	1	1	88.8	.7915	100
2241	Narrow-fabric mills	4	2	46.5	6.2863	95
3559	Special-industry machinery n.e.c.	1	1	72.9	1.1519	100
3641	Electric lamps	1	1	80.4	3.9602	100
3724	Aircraft engines & engine parts	1	1	167.7	1.5488	100
McKean	**All mfg.**	**32**	**15**	**1,291.1**	**.0747**	**96**
Mercer	**All mfg.**	**66**	**25**	**1,261.3**	**.0730**	**90**
3312	Blast furnaces & steel mills	2	2	600.1	1.1868	100
3317	Steel pipe & tubes	6	6	152.6	4.7682	100
3563	Air & gas compressors	1	1	55.0	2.9640	100
3612	Transformers	2	2	120.4	4.0392	100
Mifflin	**All mfg.**	**29**	**10**	**399.7**	**.0231**	**81**
3312	Blast furnaces & steel mills	1	1	145.0	.2868	100
Monroe	**196 All mfg.**	**46**	**14**	**288.5**	**.0167**	**61**
Montgomery	**211 All mfg.**	**642**	**206**	**6,742.1**	**.3902**	**81**
2051	Bread, cake, & related products	6	4	62.8	.5598	90
2254	Knit-underwear mills	3	2	31.9	4.3747	91
2311	Men's & boys' suits & coats	7	4	40.0	1.1026	86
2834	Pharmaceutical preparations	4	4	607.7	3.6647	100
3011	Tires & inner tubes	2	2	351.3	3.4354	100
3079	Miscellaneous plastics products	16	4	100.6	.3925	69
3317	Steel pipe & tubes	9	7	164.1	5.1275	95
3321	Gray-iron foundries	3	1	63.2	.7752	85
3361	Aluminum foundries	4	1	67.8	1.9842	93
3452	Bolts, nuts, rivets, & washers	4	2	79.4	2.0203	94
3566	Speed changers, drives, & gears	6	5	83.3	8.1811	99
3573	Electronic computing equipment	10	7	345.9	1.4307	95
3613	Switchgear & switchboard apparatus	6	2	79.5	1.7067	82
3662	Radio & TV communication equipment	8	4	170.2	.7239	94
3679	Electronic components n.e.c.	13	6	69.9	.9215	80
3714	Motor-vehicle parts & accessories	7	3	147.9	.4691	93
3811	Engineering & scientific instruments	8	2	47.7	1.7311	80
3823	Industrial process-control instruments	6	3	220.1	9.3132	96
3841	Surgical & medical instruments	7	4	66.1	2.5655	90
Montour	**All mfg.**	**8**	**6**	**179.7**	**.0104**	**98**
Northampton	**7 All mfg.**	**227**	**81**	**3,598.3**	**.2083**	**87**
2331	Women's & misses' blouses	52	10	231.1	7.9106	46
2339	Women's & misses' outerwear n.e.c.	9	5	56.7	1.4137	88
3241	Hydraulic cement	7	7	335.4	7.6476	100
3312	Blast furnaces & steel mills	1	1	1,594.2	3.1529	100
Northumberland	**All mfg.**	**86**	**44**	**1,020.3**	**.0591**	**86**
2032	Canned food specialties	1	1	205.2	5.7796	100
2321	Men's & boys' shirts & nightwear	3	2	36.5	.9903	93
2335	Women's & misses' dresses	11	3	50.5	.9341	54
2517	Wood TV & radio cabinets	1	1	33.7	9.0131	100
Perry	**110 All mfg.**	**8**	**2**	**37.4**	**.0022**	**56**
Philadelphia	**211 All mfg.**	**1,297**	**376**	**12,993.1**	**.7520**	**80**
2011	Meat-packing plants	6	4	318.9	.8220	95
2013	Sausages & other prepared meats	12	7	359.3	3.3318	89
2026	Fluid milk	10	6	181.9	1.0812	80
2051	Bread, cake, & related products	19	9	227.3	2.0261	90
2052	Cookies & crackers	4	2	208.8	6.1405	95
2062	Cane-sugar refining	2	2	393.7	14.1436	100
2065	Confectionery products	19	7	216.0	3.8455	78
2082	Malt beverages	2	2	225.1	2.6050	100
2086	Bottled & canned soft drinks	5	4	130.8	1.0096	97
2253	Knit-outerwear mills	23	13	170.9	6.4630	88

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
PENNSYLVANIA (Philadelphia, cont.)						
2311	Men's & boys' suits & coats	42	26	391.2	10.7837	94
2329	Men's & boys' clothing n.e.c.	12	5	36.6	2.7293	77
2335	Women's & misses' dresses	17	4	66.3	1.2264	40
2361	Girls' & children's dresses & blouses	6	2	52.0	5.0672	87
2651	Folding paperboard boxes	12	3	54.4	1.9038	46
2653	Corrugated & solid fiber boxes	15	7	120.6	1.4324	75
2711	Newspapers	10	5	328.9	2.0449	97
2721	Periodicals	12	5	133.8	1.7768	90
2731	Book publishing	8	2	99.4	1.6294	82
2751	Letterpress commercial printing	29	8	66.2	1.2112	65
2752	Lithographic commercial printing	33	7	219.5	1.8645	51
2834	Pharmaceutical preparations	7	1	533.8	3.2191	94
2851	Paints & allied products	10	3	148.1	1.7469	79
2911	Petroleum refining	2	1	2,030.9	1.2985	98
3041	Rubber & plastic hose & belting	1	1	48.8	3.1166	100
3411	Metal cans	3	3	178.5	2.0970	100
3444	Sheet-metal work	17	8	86.6	1.5021	83
3469	Metal stampings n.e.c.	11	3	89.4	1.5876	81
3537	Industrial trucks & tractors	2	1	64.7	2.5909	98
3552	Textile machinery	16	3	46.7	2.8744	61
3561	Pumps & pumping equipment	6	3	64.2	1.9065	89
3562	Ball & roller bearings	2	2	42.8	1.9112	100
3585	Refrigeration & heating equipment	5	4	179.1	1.0346	98
3613	Switchgear & switchboard apparatus	3	2	251.1	5.3905	99
3645	Residential electric lighting fixtures	12	5	101.5	8.7462	83
3714	Motor-vehicle parts & accessories	4	3	216.4	.6863	99
3721	Aircraft	1	1	114.1	.4997	100
Pike	**All mfg.**	**3**	**2**	**43.1**	**.0025**	**98**
Potter	**All mfg.**	**12**	**3**	**44.9**	**.0026**	**65**
Schuylkill	**All mfg.**	**166**	**79**	**1,217.2**	**.0704**	**77**
2254	Knit-underwear mills	14	10	46.4	6.3631	89
2321	Men's & boys' shirts & nightwear	9	8	49.0	1.3294	96
2331	Women's & misses' blouses	11	5	61.3	2.0983	70
2335	Women's & misses' dresses	25	11	157.6	2.9153	72
2341	Women's & children's underwear	4	2	27.7	1.2172	86
3079	Miscellaneous plastics products	6	4	69.6	.2715	91
Snyder	**All mfg.**	**30**	**13**	**212.2**	**.0123**	**70**
Somerset 127	**All mfg.**	**42**	**17**	**259.4**	**.0150**	**73**
Sullivan	**All mfg.**	**8**	**2**	**22.5**	**.0013**	**47**
Susquehanna 33	**All mfg.**	**14**	**6**	**89.1**	**.0052**	**69**
Tioga	**All mfg.**	**16**	**8**	**139.1**	**.0081**	**91**
Union	**All mfg.**	**14**	**6**	**154.9**	**.0090**	**78**
Venango	**All mfg.**	**37**	**14**	**1,669.2**	**.0966**	**81**
3411	Metal cans	1	1	133.8	1.5719	100
3532	Mining machinery	2	1	160.6	5.8054	98
3563	Air & gas compressors	1	1	60.5	3.2604	100
Warren	**All mfg.**	**38**	**12**	**3,467.3**	**.2007**	**97**
2911	Petroleum refining	1	1	3,137.2	2.0058	100
3462	Iron & steel forgings	1	1	69.6	2.0024	100
3471	Plating & polishing	1	1	42.3	1.9819	100
Washington 214	**All mfg.**	**111**	**32**	**1,287.0**	**.0745**	**71**
3312	Blast furnaces & steel mills	4	3	212.0	.4193	98
3612	Transformers	1	1	133.7	4.4854	100
3662	Radio & TV communication equipment	1	1	93.5	.3977	100
Wayne	**All mfg.**	**17**	**6**	**87.4**	**.0051**	**74**
Westmoreland 214	**All mfg.**	**191**	**75**	**3,210.7**	**.1858**	**88**
3229	Pressed & blown glass n.e.c.	9	6	50.8	3.1315	92
3312	Blast furnaces & steel mills	3	3	543.4	1.0747	100
3316	Cold-rolled steel sheet, strip, & bars	3	2	139.0	4.2565	97
3321	Gray-iron foundries	10	5	86.8	1.0647	80
3325	Steel foundries n.e.c.	3	3	42.7	1.6439	100
3563	Air & gas compressors	2	1	128.8	6.9412	99
3644	Non-current-carrying wiring devices	3	3	95.2	5.4202	100
3711	Motor vehicles & passenger-car bodies	1	1	904.1	1.3448	100
3822	Environmental controls	2	2	62.1	3.4113	100
Wyoming	**All mfg.**	**15**	**3**	**561.2**	**.0325**	**92**
2647	Sanitary paper products	1	1	443.9	7.2684	100
York 299	**All mfg.**	**294**	**122**	**3,645.3**	**.2110**	**85**
2361	Girls' & children's dresses & blouses	7	4	38.3	3.7322	82
2522	Metal office furniture	2	2	80.8	4.9978	100
2621	Paper mills, except building paper	1	1	141.4	.7607	100
2761	Manifold business forms	4	3	141.5	3.8679	95
3496	Miscellaneous fabricated wire products	6	5	46.9	2.5998	98
3531	Construction machinery	2	1	279.5	1.7202	99
3585	Refrigeration & heating equipment	3	1	316.9	1.8307	92
3623	Electric welding apparatus	2	2	75.1	4.7610	100
3751	Motorcycles, bicycles, & parts	1	1	105.2	8.7412	100
3843	Dental equipment & supplies	1	1	66.3	5.8291	100
State Total	**All mfg.**	**8,037**	**2,806**	**110,747.2**	**6.4096**	**85**
RHODE ISLAND						
Bristol 220	**All mfg.**	**40**	**16**	**280.2**	**.0162**	**83**
3161	Luggage	1	1	52.4	6.5369	100
Kent 220	**All mfg.**	**134**	**31**	**1,047.8**	**.0606**	**69**
3552	Textile machinery	1	1	120.9	7.4414	100
3643	Current-carrying wiring devices	2	1	57.1	2.8414	95
Newport	**All mfg.**	**20**	**5**	**323.7**	**.0187**	**84**
3662	Radio & TV communication equipment	1	1	173.2	.7367	100
Providence 220	**All mfg.**	**986**	**236**	**6,325.4**	**.3661**	**66**
2221	Synthetics- & silk-weaving mills	13	6	122.7	1.6750	80
2231	Wool-fabric weaving & finishing mills	11	4	20.9	3.0986	69
2241	Narrow-fabric mills	27	12	78.6	10.6259	77
2711	Newspapers	11	3	87.5	.5440	87
2751	Letterpress commercial printing	18	2	28.9	.5287	30
3079	Miscellaneous plastics products	31	7	214.5	.8368	66
3161	Luggage	4	3	57.0	7.1108	94
3229	Pressed & blown glass n.e.c.	3	3	30.1	1.8555	100
3351	Copper rolling & drawing	3	3	210.6	3.7255	100
3357	Nonferrous-wire drawing & insulating	9	9	503.6	5.3954	100
3421	Cutlery	3	2	64.7	7.3464	97
3471	Plating & polishing	25	2	44.4	2.0803	33
3541	Metal-cutting machine tools	16	4	53.8	2.2786	73
3569	General industrial machinery n.e.c.	5	3	40.5	1.8580	92
3643	Current-carrying wiring devices	7	3	33.9	1.6869	77
3699	Electrical equipment & supplies n.e.c.	3	2	48.2	6.1898	96
3714	Motor-vehicle parts & accessories	1	1	77.5	.2458	100
3842	Surgical appliances & supplies	5	2	78.2	2.0805	93
3911	Precious-metal jewelry	117	19	537.3	21.9512	55
3914	Silverware & plated & stainless ware	10	1	49.7	10.2835	75
3915	Jewelers' materials & lapidary work	36	5	431.8	50.9679	64
3944	Games, toys, & children's vehicles	4	1	71.5	2.2121	87
3951	Pens & mechanical pencils	1	1	56.9	7.8278	100
3961	Costume jewelry	95	29	408.2	46.2131	72
3964	Needles, pins, & fasteners	7	4	52.2	6.6176	89
Washington 220	**All mfg.**	**48**	**17**	**595.4**	**.0345**	**86**
3731	Ship building & repairing	1	1	200.6	2.4527	100
State Total	**All mfg.**	**1,228**	**305**	**8,572.5**	**.4961**	**69**
SOUTH CAROLINA						
Abbeville	**All mfg.**	**16**	**11**	**235.8**	**.0136**	**90**
2221	Synthetics- & silk-weaving mills	3	2	93.8	1.2805	98
Aiken 21	**All mfg.**	**46**	**29**	**1,602.6**	**.0928**	**97**
2211	Cotton-weaving mills	6	6	110.9	2.1147	100
2221	Synthetics- & silk-weaving mills	3	3	104.6	1.4279	100
2262	Synthetics- & silk-finishing plants	2	2	231.7	8.9487	100
2821	Plastics materials & synthetic resins	1	1	778.7	5.6782	100
3229	Pressed & blown glass n.e.c.	1	1	43.8	2.7000	100
Allendale	**All mfg.**	**11**	**6**	**123.1**	**.0071**	**77**
Anderson 13	**All mfg.**	**94**	**55**	**1,478.7**	**.0856**	**92**
2211	Cotton-weaving mills	12	11	251.7	4.7995	99
2221	Synthetics- & silk-weaving mills	9	9	242.9	3.3159	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
	1980 (S&MM Est.)					
2321	Men's & boys' shirts & nightwear	6	5	45.6	1.2372	95
2824	Noncellulosic synthetic organic fibers	1	1	161.6	1.9016	100
3069	Fabricated rubber products n.e.c.	2	2	63.0	1.3700	100
3229	Pressed & blown glass n.e.c.	1	1	38.5	2.3733	100
3635	Household vacuum cleaners	1	1	78.2	9.3340	100
3636	Sewing machines	1	1	51.4	13.1357	100
Bamberg	**All mfg.**	**16**	**5**	**88.1**	**.0051**	**65**
Barnwell	**All mfg.**	**19**	**10**	**306.5**	**.0177**	**90**
Beaufort	**All mfg.**	**18**	**6**	**140.5**	**.0081**	**56**
Berkeley 51	**All mfg.**	**23**	**16**	**506.6**	**.0293**	**93**
2824	Noncellulosic synthetic organic fibers	1	1	138.3	1.6274	100
Calhoun	**All mfg.**	**6**	**2**	**81.8**	**.0047**	**13**
Charleston 51	**All mfg.**	**102**	**32**	**1,514.0**	**.0876**	**78**
2631	Paperboard mills	1	1	251.1	2.3946	100
3519	Internal-combustion engines n.e.c.	1	1	127.7	1.3738	100
Cherokee	**All mfg.**	**35**	**20**	**398.1**	**.0230**	**91**
2211	Cotton-weaving mills	4	4	63.2	1.2051	100
2261	Cotton-finishing plants	3	2	22.8	2.2775	98
Chester	**All mfg.**	**36**	**22**	**492.9**	**.0285**	**89**
2211	Cotton-weaving mills	5	5	65.5	1.2490	100
2221	Synthetics- & silk-weaving mills	8	8	229.3	3.1302	100
Chesterfield	**All mfg.**	**45**	**28**	**509.1**	**.0295**	**89**
Clarendon	**All mfg.**	**12**	**8**	**87.2**	**.0050**	**92**
Colleton	**All mfg.**	**22**	**9**	**207.7**	**.0120**	**73**
Darlington	**All mfg.**	**27**	**16**	**739.9**	**.0428**	**93**
2262	Synthetics- & silk-finishing plants	1	1	169.9	6.5619	100
Dillon	**All mfg.**	**20**	**10**	**181.5**	**.0105**	**80**
Dorchester 51	**All mfg.**	**28**	**11**	**295.6**	**.0171**	**79**
Edgefield	**All mfg.**	**12**	**7**	**131.9**	**.0076**	**87**
Fairfield	**All mfg.**	**11**	**4**	**119.7**	**.0069**	**90**
Florence	**All mfg.**	**65**	**31**	**873.6**	**.0506**	**84**
2824	Noncellulosic synthetic organic fibers	1	1	139.7	1.6439	100
3651	Radio & TV receiving sets	1	1	98.7	1.4604	100
Georgetown	**All mfg.**	**25**	**7**	**514.2**	**.0298**	**91**
2631	Paperboard mills	1	1	244.9	2.3355	100
Greenville 107	**All mfg.**	**293**	**109**	**3,588.4**	**.2077**	**83**
2211	Cotton-weaving mills	12	11	176.4	3.3637	99
2221	Synthetics- & silk-weaving mills	10	8	485.7	6.6304	99
2261	Cotton-finishing plants	2	2	23.9	2.3874	100
2272	Tufted carpets & rugs	5	5	220.8	4.3323	100
2369	Girls' & children's outerwear n.e.c.	1	1	28.0	3.1387	100
2643	Bags, except textile bags	4	1	99.5	2.2790	92
2821	Plastics materials & synthetic resins	2	2	166.3	1.2126	100
2824	Noncellulosic synthetic organic fibers	2	1	312.7	3.6796	97
3011	Tires & inner tubes	1	1	196.1	1.9177	100
3552	Textile machinery	27	8	150.4	9.2571	73
3675	Electronic capacitors	1	1	67.0	6.4398	100
3679	Electronic components n.e.c.	2	1	65.8	.8674	99
Greenwood	**All mfg.**	**49**	**28**	**1,009.4**	**.0584**	**93**
2211	Cotton-weaving mills	6	6	148.1	2.8240	100
2221	Synthetics- & silk-weaving mills	6	6	188.8	2.5773	100
2824	Noncellulosic synthetic organic fibers	1	1	273.2	3.2148	100
3842	Surgical appliances & supplies	1	1	69.4	1.8463	100
Hampton	**All mfg.**	**25**	**7**	**222.3**	**.0129**	**43**
Horry	**All mfg.**	**37**	**15**	**343.5**	**.0199**	**77**
3675	Electronic capacitors	1	1	67.0	6.4398	100
Jasper	**All mfg.**	**3**	**1**	**10.5**	**.0006**	**85**
Kershaw	**All mfg.**	**27**	**13**	**662.4**	**.0383**	**92**
2211	Cotton-weaving mills	3	3	46.1	.8790	100
2824	Noncellulosic synthetic organic fibers	1	1	443.8	5.2223	100
Lancaster	**All mfg.**	**25**	**11**	**397.3**	**.0230**	**84**
2211	Cotton-weaving mills	3	3	168.0	3.2035	100
Laurens	**All mfg.**	**33**	**21**	**520.9**	**.0301**	**92**
2211	Cotton-weaving mills	4	4	89.0	1.6971	100
2221	Synthetics- & silk-weaving mills	3	3	184.2	2.5145	100
3562	Ball & roller bearings	1	1	48.1	2.1479	100
Lee	**All mfg.**	**8**	**2**	**86.3**	**.0050**	**68**
Lexington 62	**All mfg.**	**87**	**39**	**1,071.4**	**.0620**	**84**
2824	Noncellulosic synthetic organic fibers	1	1	198.9	2.3405	100
McCormick	**All mfg.**	**6**	**2**	**40.1**	**.0023**	**33**
Marion	**All mfg.**	**26**	**15**	**319.9**	**.0185**	**89**
Marlboro	**All mfg.**	**21**	**14**	**337.1**	**.0195**	**94**
Newberry	**All mfg.**	**22**	**14**	**278.1**	**.0161**	**86**
2211	Cotton-weaving mills	4	4	65.4	1.2471	100
Oconee	**All mfg.**	**27**	**16**	**355.7**	**.0206**	**90**
2211	Cotton-weaving mills	3	2	44.0	.8390	94
3825	Electricity-measuring instruments	1	1	58.8	1.5101	100
Orangeburg	**All mfg.**	**49**	**28**	**647.4**	**.0375**	**86**
2261	Cotton-finishing plants	2	2	24.9	2.4873	100
2421	General sawmills & planing mills	4	2	92.7	.7438	91
Pickens 107	**All mfg.**	**46**	**34**	**733.9**	**.0425**	**94**
2211	Cotton-weaving mills	13	13	168.3	3.2092	100
2261	Cotton-finishing plants	1	1	44.4	4.4351	100
2282	Throwing & winding mills, except wool	3	3	152.6	7.0055	100
3546	Power-driven hand tools	1	1	54.3	5.4284	100
3552	Textile machinery	1	1	55.9	3.4406	100
Richland 62	**All mfg.**	**108**	**44**	**1,192.0**	**.0690**	**84**
2211	Cotton-weaving mills	2	2	81.1	1.5464	100
2824	Noncellulosic synthetic organic fibers	1	1	178.2	2.0969	100
Saluda	**All mfg.**	**13**	**5**	**109.4**	**.0063**	**68**
Spartanburg 107	**All mfg.**	**164**	**78**	**2,382.8**	**.1379**	**88**
2211	Cotton-weaving mills	18	16	335.3	6.3936	99
2221	Synthetics- & silk-weaving mills	6	3	86.3	1.1781	87
2253	Knit-outerwear mills	3	3	102.1	3.8611	100
2321	Men's & boys' shirts & nightwear	3	3	34.6	.9387	100
2824	Noncellulosic synthetic organic fibers	2	2	352.6	4.1492	100
3011	Tires & inner tubes	2	1	155.0	1.5158	95
3079	Miscellaneous plastics products	9	1	66.5	.2594	71
3552	Textile machinery	12	3	67.4	4.1485	77
Sumter	**All mfg.**	**54**	**18**	**586.7**	**.0340**	**80**
2037	Frozen fruits & vegetables	1	1	125.8	2.9860	100
2511	Wood household furniture	2	2	40.3	.8618	100
Union	**All mfg.**	**23**	**13**	**268.6**	**.0155**	**86**
2261	Cotton-finishing plants	3	2	35.4	3.5361	98
Williamsburg	**All mfg.**	**17**	**9**	**209.9**	**.0121**	**90**
York	**All mfg.**	**72**	**27**	**813.9**	**.0471**	**85**
2211	Cotton-weaving mills	4	3	81.4	1.5522	98
2261	Cotton-finishing plants	5	1	54.9	5.4840	93
2823	Cellulosic man-made fibers	1	1	124.5	9.3258	100
State Total	**All mfg.**	**1,924**	**908**	**26,817.0**	**1.5521**	**86**

SOUTH DAKOTA

Beadle	**All mfg.**	**14**	**3**	**190.6**	**.0110**	**68**
Bon Homme	**All mfg.**	**2**		**4.7**	**.0003**	**0**
Brookings	**All mfg.**	**8**	**3**	**61.9**	**.0036**	**69**
Brown	**All mfg.**	**15**	**3**	**101.5**	**.0059**	**32**
Butte	**All mfg.**	**2**		**7.6**	**.0004**	**0**
Campbell	**All mfg.**	**1**		**15.6**	**.0009**	**0**
Charles Mix	**All mfg.**	**2**	**1**	**25.9**	**.0015**	**38**
Clark	**All mfg.**	**2**	**2**	**20.0**	**.0012**	**100**
Clay	**All mfg.**	**5**	**1**	**27.9**	**.0016**	**41**
Codington	**All mfg.**	**19**	**7**	**107.1**	**.0062**	**61**
Corson	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Custer	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Davison	**All mfg.**	**16**	**3**	**115.2**	**.0067**	**43**
Day	**All mfg.**	**5**	**2**	**47.1**	**.0027**	**70**
Deuel	**All mfg.**	**1**		**3.4**	**.0002**	**0**
Dewey	**All mfg.**	**1**		**6.1**	**.0004**	**0**
Douglas	**All mfg.**	**1**		**1.8**	**.0001**	**0**
Edmunds	**All mfg.**	**2**		**5.5**	**.0003**	**0**
Fall River	**All mfg.**	**2**		**8.5**	**.0005**	**0**
Grant	**All mfg.**	**7**	**1**	**61.6**	**.0036**	**50**
Haakon	**All mfg.**	**1**		**2.9**	**.0002**	**0**
Hamlin	**All mfg.**	**1**		**13.2**	**.0008**	**0**
Hand	**All mfg.**	**2**		**4.6**	**.0003**	**0**
Hanson	**All mfg.**	**1**		**3.2**	**.0002**	**0**
Hughes	**All mfg.**	**3**		**5.6**	**.0003**	**0**
Hutchinson	**All mfg.**	**4**		**19.0**	**.0011**	**0**
Kingsbury	**All mfg.**	**5**	**1**	**18.8**	**.0011**	**45**
Lake	**All mfg.**	**9**	**4**	**38.4**	**.0022**	**75**
Lawrence	**All mfg.**	**4**		**12.2**	**.0007**	**0**
Lincoln	**All mfg.**	**8**	**1**	**39.0**	**.0023**	**13**
Lyman	**All mfg.**	**1**		**2.6**	**.0002**	**0**

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
SOUTH DAKOTA (cont.)						
McCook	**All mfg.**	**7**		**20.5**	**.0012**	**0**
McPherson	**All mfg.**	**1**		**10.5**	**.0006**	**0**
Marshall	**All mfg.**	**3**		**7.6**	**.0004**	**0**
Meade 226	**All mfg.**	**4**		**27.6**	**.0016**	**0**
Miner	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Minnehaha 260	**All mfg.**	**61**	**17**	**1,181.5**	**.0684**	**81**
2011 Meat-packing plants		2	2	805.6	2.0764	100
Moody	**All mfg.**	**3**		**9.2**	**.0005**	**0**
Pennington 226	**All mfg.**	**29**	**9**	**312.1**	**.0181**	**72**
Perkins	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Potter	**All mfg.**	**1**		**6.1**	**.0004**	**0**
Roberts	**All mfg.**	**1**		**4.3**	**.0002**	**0**
Sanborn	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Shannon	**All mfg.**	**2**	**1**	**3.7**	**.0002**	**54**
Spink	**All mfg.**	**1**		**10.5**	**.0006**	**0**
Stanley	**All mfg.**	**1**		**6.7**	**.0004**	**0**
Todd	**All mfg.**	**2**		**6.3**	**.0004**	**0**
Turner	**All mfg.**	**4**		**23.0**	**.0013**	**0**
Union	**All mfg.**	**13**	**4**	**71.0**	**.0041**	**66**
Walworth	**All mfg.**	**2**	**1**	**14.1**	**.0008**	**68**
Washabaugh	**All mfg.**	**1**		**1.8**	**.0001**	**0**
Yankton	**All mfg.**	**13**	**6**	**139.5**	**.0081**	**76**
State Total	**All mfg.**	**298**	**70**	**2,839.7**	**.1643**	**64**
TENNESSEE						
Anderson 135	**All mfg.**	**33**	**9**	**851.4**	**.0493**	**93**
2819 Industrial inorganic chemicals n.e.c.		1	1	665.0	6.1751	100
Bedford	**All mfg.**	**31**	**13**	**259.1**	**.0150**	**83**
3952 Lead pencils & art goods		5	4	48.7	15.4016	93
Benton	**All mfg.**	**5**	**4**	**34.3**	**.0020**	**97**
Bledsoe	**All mfg.**	**5**	**1**	**8.3**	**.0005**	**26**
Blount 135	**All mfg.**	**20**	**8**	**1,562.2**	**.0904**	**98**
2823 Cellulosic man-made fibers		1	1	210.6	15.7753	100
3334 Primary aluminum		1	1	799.1	12.1668	100
3353 Aluminum sheet, plate, & foil		1	1	438.0	5.1979	100
Bradley	**All mfg.**	**54**	**26**	**607.8**	**.0352**	**87**
2328 Men's & boys' work clothing		1	1	56.7	1.1956	100
2512 Upholstered wood household furniture		9	4	51.9	1.6273	84
3631 Household cooking equipment		3	3	150.6	7.5865	100
3692 Dry & wet primary batteries		1	1	69.5	8.5015	100
Campbell	**All mfg.**	**18**	**6**	**89.9**	**.0052**	**76**
Cannon	**All mfg.**	**5**	**2**	**31.8**	**.0018**	**66**
Carroll	**All mfg.**	**15**	**8**	**155.1**	**.0090**	**82**
Carter 126	**All mfg.**	**19**	**10**	**319.6**	**.0185**	**93**
2824 Noncellulosic synthetic organic fibers		1	1	173.9	2.0463	100
Cheatham 183	**All mfg.**	**9**	**5**	**152.4**	**.0088**	**94**
3639 Household appliances n.e.c.		2	2	113.2	7.4084	100
Chester	**All mfg.**	**6**	**3**	**40.8**	**.0024**	**83**
Claiborne	**All mfg.**	**10**	**7**	**70.6**	**.0041**	**91**
Clay	**All mfg.**	**6**	**1**	**36.7**	**.0021**	**46**
Cocke	**All mfg.**	**18**	**16**	**324.4**	**.0188**	**99**
Coffee	**All mfg.**	**37**	**12**	**218.7**	**.0127**	**70**
3949 Sporting & athletic goods n.e.c.		3	2	47.6	1.7377	91
Crockett	**All mfg.**	**6**	**2**	**61.7**	**.0036**	**88**
Cumberland	**All mfg.**	**17**	**9**	**136.0**	**.0079**	**79**
Davidson 183	**All mfg.**	**360**	**118**	**3,924.3**	**.2271**	**82**
2013 Sausages & other prepared meats		5	3	189.4	1.7563	96
2711 Newspapers		3	2	111.7	.6945	98
2751 Letterpress commercial printing		14	5	53.5	.9788	76
2824 Noncellulosic synthetic organic fibers		1	1	422.2	4.9682	100
3079 Miscellaneous plastics products		6	2	68.8	.2684	87
3211 Flat glass		1	1	279.6	11.7036	100
3661 Telephone & telegraph apparatus		2	2	90.0	.7079	100
3728 Aircraft equipment n.e.c.		1	1	149.6	2.0368	100
3731 Ship building & repairing		1	1	60.1	.7348	100
Decatur	**All mfg.**	**7**	**4**	**91.5**	**.0053**	**86**
Dekalb	**All mfg.**	**11**	**7**	**83.3**	**.0048**	**87**
Dickson 183	**All mfg.**	**18**	**6**	**142.5**	**.0082**	**82**
Dyer	**All mfg.**	**17**	**12**	**363.1**	**.0210**	**95**
Fayette	**All mfg.**	**9**	**5**	**91.4**	**.0053**	**77**
Fentress	**All mfg.**	**8**	**4**	**41.5**	**.0024**	**76**
Franklin	**All mfg.**	**14**	**5**	**93.1**	**.0054**	**83**
Gibson	**All mfg.**	**35**	**26**	**478.4**	**.0277**	**96**
3483 Ammunition, except small arms, n.e.c.		1	1	70.0	8.2499	100
Giles	**All mfg.**	**21**	**9**	**250.5**	**.0145**	**79**
3714 Motor-vehicle parts & accessories		1	1	93.3	.2959	100
Grainger	**All mfg.**	**8**	**3**	**35.5**	**.0021**	**72**
Greene	**All mfg.**	**30**	**20**	**601.1**	**.0348**	**95**
3651 Radio & TV receiving sets		1	1	175.1	2.5908	100
Grundy	**All mfg.**	**6**	**2**	**20.2**	**.0012**	**54**
Hamblen	**All mfg.**	**50**	**21**	**373.4**	**.0216**	**82**
2511 Wood household furniture		6	5	79.3	1.6957	98
2512 Upholstered wood household furniture		6	1	42.2	1.3232	78
Hamilton 54	**All mfg.**	**258**	**102**	**3,576.9**	**.2070**	**85**
2052 Cookies & crackers		2	1	108.9	3.2026	94
2252 Hosiery n.e.c.		7	5	34.9	3.4327	91
2281 Yarn-spinning mills, except wool		4	4	114.9	2.6012	100
2824 Noncellulosic synthetic organic fibers		1	1	496.6	5.8437	100
2892 Explosives		1	1	69.0	7.8152	100
3321 Gray-iron foundries		5	4	163.0	1.9994	98
3443 Fabricated plate work (boiler shops)		6	6	309.9	3.5048	100
3494 Valves & pipe fittings		3	3	147.4	2.1317	100
Hancock	**All mfg.**	**2**		**6.3**	**.0004**	**0**
Hardeman	**All mfg.**	**11**	**6**	**106.0**	**.0061**	**94**
Hardin	**All mfg.**	**15**	**6**	**186.0**	**.0108**	**86**
Hawkins 126	**All mfg.**	**6**	**6**	**111.9**	**.0065**	**100**
Haywood	**All mfg.**	**13**	**4**	**64.1**	**.0037**	**60**
Henderson	**All mfg.**	**14**	**9**	**169.7**	**.0098**	**83**
Henry	**All mfg.**	**20**	**12**	**236.2**	**.0137**	**91**
Hickman	**All mfg.**	**10**	**2**	**42.3**	**.0024**	**59**
Houston	**All mfg.**	**4**	**2**	**12.0**	**.0007**	**72**
Humphreys	**All mfg.**	**9**	**6**	**280.6**	**.0162**	**97**
Jackson	**All mfg.**	**5**	**3**	**38.5**	**.0022**	**82**
Jefferson	**All mfg.**	**19**	**6**	**187.4**	**.0108**	**89**
2517 Wood TV & radio cabinets		1	1	56.3	15.0575	100
Johnson	**All mfg.**	**8**	**4**	**143.7**	**.0083**	**93**
2221 Synthetics- & silk-weaving mills		1	1	104.7	1.4293	100
Knox 135	**All mfg.**	**217**	**76**	**1,911.2**	**.1106**	**81**
2311 Men's & boys' suits & coats		9	7	89.4	2.4644	98
2327 Men's & boys' separate trousers		2	2	47.8	2.1930	100
2399 Fabricated textile products n.e.c.		2	1	88.7	6.4787	98
3079 Miscellaneous plastics products		8	5	71.9	.2805	90
3622 Industrial controls		1	1	56.4	1.7739	100
3823 Industrial process-control instruments		2	1	69.1	2.9239	97
Lake	**All mfg.**	**9**	**3**	**93.3**	**.0054**	**28**
Lauderdale	**All mfg.**	**22**	**12**	**221.9**	**.0128**	**87**
3079 Miscellaneous plastics products		3	2	74.6	.2910	98
Lawrence	**All mfg.**	**22**	**6**	**304.7**	**.0176**	**84**
3524 Lawn & garden equipment		1	1	68.3	4.0174	100
3751 Motorcycles, bicycles, & parts		1	1	119.4	9.9211	100
Lewis	**All mfg.**	**7**	**4**	**61.8**	**.0036**	**93**
Lincoln	**All mfg.**	**14**	**10**	**407.4**	**.0236**	**92**
2335 Women's & misses' dresses		4	4	97.5	1.8036	100
3585 Refrigeration & heating equipment		1	1	208.6	1.2051	100
Loudon	**All mfg.**	**15**	**10**	**288.5**	**.0167**	**94**
3714 Motor-vehicle parts & accessories		1	1	74.6	.2366	100
McMinn	**All mfg.**	**39**	**26**	**511.0**	**.0296**	**95**
2621 Paper mills, except building paper		1	1	164.4	.8844	100
McNairy	**All mfg.**	**18**	**14**	**184.2**	**.0107**	**96**
2321 Men's & boys' shirts & nightwear		7	7	72.5	1.9670	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
Macon	**All mfg.**	**15**	**6**	**99.3**	**.0057**	**77**
Madison	**121 All mfg.**	**62**	**22**	**725.4**	**.0420**	**83**
Marion	**54 All mfg.**	**15**	**9**	**121.5**	**.0070**	**84**
Marshall	**All mfg.**	**24**	**11**	**311.8**	**.0180**	**86**
3585	Refrigeration & heating equipment	2	1	161.2	.9312	95
3952	Lead pencils & art goods	3	3	43.2	13.6622	100
Maury	**All mfg.**	**48**	**17**	**585.3**	**.0339**	**79**
Meigs	**All mfg.**	**3**	**1**	**11.1**	**.0006**	**85**
Monroe	**All mfg.**	**20**	**6**	**99.1**	**.0057**	**65**
Montgomery	**58 All mfg.**	**23**	**10**	**489.3**	**.0283**	**92**
3143	Men's nonathletic footwear	1	1	39.6	1.8141	100
3585	Refrigeration & heating equipment	1	1	285.0	1.6464	100
Moore	**All mfg.**	**2**	**1**	**53.9**	**.0031**	**97**
Morgan	**All mfg.**	**6**	**4**	**37.9**	**.0022**	**88**
Obion	**All mfg.**	**19**	**8**	**493.9**	**.0286**	**94**
3011	Tires & inner tubes	1	1	260.2	2.5445	100
Overton	**All mfg.**	**11**	**5**	**73.4**	**.0042**	**73**
2321	Men's & boys' shirts & nightwear	2	2	38.7	1.0500	100
Perry	**All mfg.**	**7**	**3**	**46.6**	**.0027**	**76**
Pickett	**All mfg.**	**6**	**3**	**26.2**	**.0015**	**72**
Polk	**All mfg.**	**6**	**3**	**138.0**	**.0080**	**93**
Putnam	**All mfg.**	**56**	**21**	**405.8**	**.0235**	**79**
3634	Electric housewares & fans	3	3	71.4	2.1731	100
Rhea	**All mfg.**	**17**	**12**	**205.5**	**.0119**	**96**
Roane	**All mfg.**	**15**	**7**	**188.6**	**.0109**	**87**
2251	Women's full- & knee-length hosiery	2	2	39.2	3.8244	100
Robertson	**183 All mfg.**	**20**	**11**	**188.4**	**.0109**	**79**
Rutherford	**183 All mfg.**	**54**	**24**	**688.2**	**.0398**	**88**
3011	Tires & inner tubes	1	1	137.3	1.3427	100
3621	Motors & generators	1	1	50.5	.8511	100
Scott	**All mfg.**	**7**	**4**	**38.4**	**.0022**	**81**
Sequatchie	**54 All mfg.**	**10**	**3**	**41.8**	**.0024**	**63**
Sevier	**All mfg.**	**16**	**5**	**96.5**	**.0056**	**69**
Shelby	**169 All mfg.**	**481**	**143**	**6,271.2**	**.3630**	**81**
2011	Meat-packing plants	7	4	350.2	.9026	87
2051	Bread, cake, & related products	11	5	100.7	.8976	88
2079	Shortening & cooking oils n.e.c.	3	3	438.7	8.4213	100
2511	Wood household furniture	6	3	55.5	1.1868	92
2643	Bags, except textile bags	5	3	154.4	3.5364	93
2647	Sanitary paper products	2	1	271.0	4.4373	98
2711	Newspapers	5	1	57.4	.3569	89
2819	Industrial inorganic chemicals n.e.c.	6	3	160.6	1.4913	93
2834	Pharmaceutical preparations	2	1	230.3	1.3888	98
3011	Tires & inner tubes	1	1	303.8	2.9709	100
3443	Fabricated plate work (boiler shops)	10	3	72.5	.8199	70
3523	Farm machinery & equipment	5	2	224.7	2.0351	96
3641	Electric lamps	1	1	128.5	6.3294	100
3931	Musical instruments & parts	2	2	42.5	3.9199	100
Smith	**All mfg.**	**7**	**4**	**138.9**	**.0080**	**95**
Stewart	**All mfg.**	**1**	**1**	**10.9**	**.0006**	**100**
Sullivan	**126 All mfg.**	**65**	**31**	**2,405.3**	**.1392**	**95**
2621	Paper mills, except building paper	1	1	144.8	.7790	100
2821	Plastics materials & synthetic resins	1	1	224.5	1.6370	100
2823	Cellulosic man-made fibers	1	1	392.5	29.4007	100
2869	Industrial organic chemicals n.e.c.	1	1	905.6	3.0028	100
2892	Explosives	1	1	78.4	8.8798	100
3483	Ammunition, except small-arms, n.e.c.	1	1	34.9	4.1131	100
3662	Radio & TV communication equipment	1	1	151.6	.6448	100
Sumner	**183 All mfg.**	**44**	**19**	**431.2**	**.0250**	**73**
Tipton	**169 All mfg.**	**15**	**4**	**83.3**	**.0048**	**51**
Trousdale	**All mfg.**	**7**	**5**	**49.9**	**.0029**	**95**
Unicoi	**126 All mfg.**	**7**	**5**	**121.6**	**.0070**	**94**
Union	**135 All mfg.**	**5**		**14.1**	**.0008**	**0**
Van Buren	**All mfg.**	**4**	**3**	**37.7**	**.0022**	**93**
Warren	**All mfg.**	**25**	**13**	**508.3**	**.0294**	**93**
3585	Refrigeration & heating equipment	1	1	208.6	1.2051	100
Washington	**126 All mfg.**	**55**	**29**	**800.6**	**.0463**	**90**
3661	Telephone & telegraph apparatus	1	1	161.7	1.2719	100
Wayne	**All mfg.**	**12**	**9**	**97.7**	**.0057**	**97**
Weakley	**All mfg.**	**18**	**10**	**108.0**	**.0063**	**78**
White	**All mfg.**	**19**	**10**	**178.9**	**.0104**	**87**
Williamson	**183 All mfg.**	**25**	**8**	**164.5**	**.0095**	**70**
Wilson	**183 All mfg.**	**35**	**10**	**308.6**	**.0179**	**77**
3714	Motor-vehicle parts & accessories	1	1	88.1	.2794	100
State Total	**All mfg.**	**2,952**	**1,213**	**37,593.3**	**2.1757**	**86**
TEXAS						
Anderson	**All mfg.**	**15**	**7**	**293.9**	**.0170**	**48**
Andrews	**All mfg.**	**1**	**1**	**19.4**	**.0011**	**100**
Angelina	**All mfg.**	**34**	**15**	**469.5**	**.0272**	**85**
3321	Gray-iron foundries	2	2	210.0	2.5759	100
Aransas	**All mfg.**	**2**	**1**	**13.8**	**.0008**	**70**
Armstrong	**All mfg.**	**1**		**2.9**	**.0002**	**0**
Atascosa	**All mfg.**	**2**		**9.3**	**.0005**	**0**
Austin	**All mfg.**	**13**	**1**	**67.4**	**.0039**	**12**
Bailey	**All mfg.**	**1**		**2.9**	**.0002**	**0**
Bandera	**All mfg.**	**1**	**1**	**5.8**	**.0003**	**100**
Bastrop	**All mfg.**	**7**	**2**	**35.5**	**.0021**	**58**
Baylor	**All mfg.**	**2**	**1**	**7.9**	**.0005**	**61**
Bee	**All mfg.**	**4**		**9.1**	**.0005**	**0**
Bell	**134 All mfg.**	**53**	**19**	**346.7**	**.0201**	**67**
2531	Public-building & related furniture	4	4	39.6	4.4959	100
3079	Miscellaneous plastics products	5	4	66.8	.2606	97
Bexar	**245 All mfg.**	**309**	**107**	**3,285.6**	**.1902**	**75**
2011	Meat-packing plants	10	7	516.9	1.3323	92
2051	Bread, cake, & related products	9	6	75.2	.6703	91
2339	Women's & misses' outerwear n.e.c.	4	1	62.8	1.5658	86
2711	Newspapers	3	2	52.6	.3270	97
3441	Fabricated structural metal	9	4	51.9	.8421	82
3479	Metal coating & allied services n.e.c.	2	1	57.1	2.9182	95
3573	Electronic computing equipment	4	2	160.5	.6639	95
3585	Refrigeration & heating equipment	4	3	191.5	1.1063	95
Blanco	**All mfg.**	**1**		**6.2**	**.0004**	**0**
Bosque	**All mfg.**	**8**	**4**	**47.9**	**.0028**	**81**
Bowie	**274 All mfg.**	**65**	**16**	**581.6**	**.0337**	**70**
3011	Tires & inner tubes	1	1	101.9	.9965	100
Brazoria	**114 All mfg.**	**54**	**15**	**4,185.7**	**.2423**	**92**
2812	Alkalies & chlorine	2	2	100.6	4.7809	100
2821	Plastics materials & synthetic resins	3	2	187.0	1.3636	94
2869	Industrial organic chemicals n.e.c.	4	3	2,023.9	6.7109	99
Brazos	**44 All mfg.**	**26**	**5**	**140.1**	**.0081**	**44**
Brewster	**All mfg.**	**1**		**3.1**	**.0002**	**0**
Brooks	**All mfg.**	**1**		**6.0**	**.0003**	**0**
Brown	**All mfg.**	**22**	**7**	**172.3**	**.0100**	**69**
Burleson	**All mfg.**	**3**	**2**	**17.3**	**.0010**	**79**
Burnet	**All mfg.**	**13**	**1**	**26.4**	**.0015**	**16**
Caldwell	**All mfg.**	**8**	**1**	**31.7**	**.0018**	**11**
Calhoun	**All mfg.**	**10**	**3**	**241.8**	**.0140**	**86**
3334	Primary aluminum	1	1	181.7	2.7665	100
Cameron	**43 All mfg.**	**79**	**32**	**1,062.2**	**.0615**	**75**
2092	Fresh or frozen packaged seafoods	8	5	165.2	6.4784	94
2328	Men's & boys' work clothing	2	2	61.4	1.2947	100
3533	Oil-field machinery	2	2	111.6	2.3021	100
Camp	**All mfg.**	**6**	**1**	**63.6**	**.0037**	**76**
Carson	**All mfg.**	**1**		**1.2**	**.0001**	**0**
Cass	**All mfg.**	**7**	**3**	**50.4**	**.0029**	**63**
Castro	**All mfg.**	**2**	**1**	**32.2**	**.0019**	**62**
Chambers	**All mfg.**	**3**	**1**	**359.7**	**.0208**	**64**
Cherokee	**All mfg.**	**42**	**13**	**269.1**	**.0156**	**60**
Childress	**All mfg.**	**3**	**2**	**24.5**	**.0014**	**93**
Clay	**293 All mfg.**	**2**	**1**	**8.9**	**.0005**	**92**
Coleman	**All mfg.**	**6**	**3**	**27.7**	**.0016**	**83**
Collin	**66 All mfg.**	**50**	**18**	**346.2**	**.0200**	**66**
Collingsworth	**All mfg.**	**1**		**8.9**	**.0005**	**0**
Colorado	**All mfg.**	**13**	**4**	**73.7**	**.0043**	**67**
Comal	**245 All mfg.**	**16**	**11**	**211.6**	**.0122**	**90**
Comanche	**All mfg.**	**10**	**3**	**100.9**	**.0058**	**65**
Cooke	**All mfg.**	**21**	**7**	**167.1**	**.0097**	**71**
Coryell	**134 All mfg.**	**3**		**8.8**	**.0005**	**0**
Crane	**All mfg.**	**3**		**8.7**	**.0005**	**0**
Crockett	**All mfg.**	**1**		**4.2**	**.0002**	**0**

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) (1980 S&MM Est.)	% Of U.S. Shipments	% In Large Plants
TEXAS (cont.)							
Crosby		**All mfg.**	**1**		**2.8**	**.0002**	**0**
Culberson		**All mfg.**	**1**		**1.3**	**.0001**	**0**
Dallam		**All mfg.**	**1**		**3.6**	**.0002**	**0**
Dallas	**66**	**All mfg.**	**1,142**	**347**	**10,491.5**	**.6072**	**73**
2011		Meat-packing plants	8	3	307.8	.7934	83
2051		Bread, cake, & related products	11	5	106.0	.9448	84
2086		Bottled & canned soft drinks	7	3	102.1	.7881	80
2099		Food preparations n.e.c.	9	4	117.0	1.4532	76
2327		Men's & boys' separate trousers	4	1	83.8	3.8446	94
2335		Women's & misses' dresses	35	19	298.6	5.5235	86
2641		Paper coating & glazing	9	2	98.1	2.3025	73
2642		Envelopes	8	6	51.1	4.1579	89
2653		Corrugated & solid fiber boxes	21	9	149.1	1.7709	65
2711		Newspapers	10	4	140.0	.8704	89
2731		Book publishing	4	2	87.0	1.4261	95
2751		Letterpress commercial printing	39	10	92.1	1.6850	63
2752		Lithographic commercial printing	15	3	94.4	.8019	45
2841		Soap & other detergents	10	1	265.5	3.3366	61
2851		Paints & allied products	16	4	154.7	1.8247	62
3079		Miscellaneous plastics products	52	11	288.3	1.1247	59
3443		Fabricated plate work (boiler shops)	17	5	113.6	1.2847	66
3444		Sheet-metal work	28	3	106.6	1.8490	49
3532		Mining machinery	4	2	78.2	2.8268	91
3533		Oil-field machinery	12	10	374.2	7.7190	98
3559		Special-industry machinery n.e.c.	7	3	104.9	1.6575	86
3573		Electronic computing equipment	10	5	221.6	.9166	89
3585		Refrigeration & heating equipment	12	4	560.7	3.2391	90
3644		Non-current-carrying wiring devices	4	1	90.3	5.1412	83
3661		Telephone & telegraph apparatus	8	5	248.8	1.9570	94
3662		Radio & TV communication equipment	28	9	299.5	1.2739	77
3674		Semiconductors & related devices	10	6	532.6	7.0895	98
3679		Electronic components n.e.c.	8	1	63.8	.8411	80
3691		Storage batteries	6	5	88.3	3.6031	97
3714		Motor-vehicle parts & accessories	13	10	152.1	.4824	94
3721		Aircraft	3	2	236.3	1.0350	97
3728		Aircraft equipment n.e.c.	7	6	96.2	1.3098	98
Dawson		**All mfg.**	**4**	**2**	**29.2**	**.0017**	**53**
Deaf Smith		**All mfg.**	**15**	**2**	**191.9**	**.0111**	**69**
Delta		**All mfg.**	**2**		**5.5**	**.0003**	**0**
Denton	**66**	**All mfg.**	**43**	**20**	**293.2**	**.0170**	**75**
De Witt		**All mfg.**	**5**	**2**	**34.7**	**.0020**	**53**
Dickens		**All mfg.**	**1**		**1.3**	**.0001**	**0**
Dimmit		**All mfg.**	**2**	**1**	**133.4**	**.0077**	**7**
Donley		**All mfg.**	**1**		**1.2**	**.0001**	**0**
Duval		**All mfg.**	**1**		**3.8**	**.0002**	**0**
Eastland		**All mfg.**	**15**	**3**	**106.7**	**.0062**	**73**
Ector	**197**	**All mfg.**	**81**	**14**	**599.6**	**.0347**	**66**
Edwards		**All mfg.**	**1**		**2.6**	**.0002**	**0**
Ellis	**66**	**All mfg.**	**49**	**19**	**419.9**	**.0243**	**78**
El Paso	**81**	**All mfg.**	**178**	**89**	**3,024.2**	**.1750**	**91**
2321		Men's & boys' shirts & nightwear	6	6	63.0	1.7093	100
2327		Men's & boys' separate trousers	18	17	194.8	8.9370	100
2328		Men's & boys' work clothing	9	8	226.5	4.7760	98
3143		Men's nonathletic footwear	6	4	53.7	2.4600	92
3331		Primary copper	2	2	299.2	5.5733	100
3444		Sheet-metal work	7	4	48.8	.8465	90
Erath		**All mfg.**	**8**	**4**	**61.3**	**.0035**	**73**
Falls		**All mfg.**	**7**	**2**	**62.1**	**.0036**	**82**
Fannin		**All mfg.**	**12**	**5**	**218.9**	**.0127**	**93**
Fayette		**All mfg.**	**11**	**2**	**79.0**	**.0046**	**33**
Fisher		**All mfg.**	**1**	**1**	**19.2**	**.0011**	**100**
Floyd		**All mfg.**	**2**		**11.7**	**.0007**	**0**
Foard		**All mfg.**	**1**		**.9**	**.0001**	**0**
Fort Bend	**114**	**All mfg.**	**42**	**18**	**939.6**	**.0544**	**90**
3494		Valves & pipe fittings	3	2	68.9	.9964	93
3573		Electronic computing equipment	2	1	382.7	1.5830	98
Franklin		**All mfg.**	**3**	**1**	**12.1**	**.0007**	**68**
Freestone		**All mfg.**	**4**		**13.2**	**.0008**	**0**
Frio		**All mfg.**	**1**		**4.2**	**.0002**	**0**
Gaines		**All mfg.**	**1**		**3.3**	**.0002**	**0**
Galveston	**99**	**All mfg.**	**47**	**17**	**5,721.6**	**.3311**	**98**
2821		Plastics materials & synthetic resins	2	2	299.4	2.1832	100
2869		Industrial organic chemicals n.e.c.	3	3	1,085.1	3.5980	100
2911		Petroleum refining	2	2	3,096.7	2.4914	100
3731		Ship building & repairing	4	3	100.2	1.2251	98
Garza		**All mfg.**	**1**	**1**	**12.0**	**.0007**	**100**
Gillespie		**All mfg.**	**8**	**1**	**52.7**	**.0031**	**37**
Gonzales		**All mfg.**	**9**	**5**	**107.4**	**.0062**	**47**
Gray		**All mfg.**	**11**	**5**	**179.2**	**.0104**	**88**
Grayson	**257**	**All mfg.**	**62**	**32**	**1,104.6**	**.0639**	**87**
3674		Semiconductors & related devices	1	1	138.6	1.8449	100
3842		Surgical appliances & supplies	1	1	63.0	1.6761	100
Gregg	**155**	**All mfg.**	**95**	**29**	**1,211.7**	**.0701**	**71**
2869		Industrial organic chemicals n.e.c.	1	1	301.8	1.0007	100
3532		Mining machinery	1	1	66.3	2.3966	100
Grimes		**All mfg.**	**9**	**4**	**70.0**	**.0041**	**78**
Guadalupe	**245**	**All mfg.**	**17**	**5**	**186.7**	**.0108**	**82**
3651		Radio & TV receiving sets	1	1	85.8	1.2695	100
Hale		**All mfg.**	**21**	**5**	**287.3**	**.0166**	**78**
Hall		**All mfg.**	**1**		**1.8**	**.0001**	**0**
Hamilton		**All mfg.**	**5**	**1**	**17.1**	**.0010**	**39**
Hardeman		**All mfg.**	**4**	**2**	**59.3**	**.0034**	**95**
Hardin	**29**	**All mfg.**	**8**	**4**	**500.4**	**.0290**	**73**
2421		General sawmills & planing mills	4	2	80.2	.6435	90
2631		Paperboard mills	1	1	251.1	2.3946	100
Harris	**114**	**All mfg.**	**1,344**	**393**	**25,014.8**	**1.4478**	**86**
2044		Rice milling	5	5	637.0	40.3752	100
2051		Bread, cake, & related products	8	4	86.1	.7675	85
2095		Roasted coffee	3	3	628.1	8.8090	100
2611		Pulp mills	1	1	141.3	4.6282	100
2621		Paper mills, except building paper	2	2	263.3	1.4165	100
2653		Corrugated & solid fiber boxes	11	6	101.6	1.2067	79
2711		Newspapers	8	3	140.1	.8710	92
2751		Letterpress commercial printing	30	9	84.1	1.5387	71
2812		Alkalies & chlorine	7	4	272.4	12.9455	97
2819		Industrial inorganic chemicals n.e.c.	14	4	209.2	1.9426	75
2821		Plastics materials & synthetic resins	21	15	810.7	5.9116	94
2822		Synthetic rubber	3	3	194.6	8.0908	100
2851		Paints & allied products	22	2	171.1	2.0182	28
2865		Cyclic crudes & intermediates	11	4	412.5	6.0827	81
2869		Industrial organic chemicals n.e.c.	25	9	1,608.2	5.3325	84
2899		Chemical preparations n.e.c.	16	2	146.5	2.7476	56
2911		Petroleum refining	7	5	9,170.5	5.8633	98
3079		Miscellaneous plastics products	53	9	237.9	.9281	50
3293		Gaskets, packing, & sealing devices	12	3	72.3	3.7249	63
3312		Blast furnaces & steel mills	3	2	874.7	1.7299	99
3317		Steel pipe & tubes	15	6	128.4	4.0120	80
3411		Metal cans	5	4	214.3	2.5176	98
3441		Fabricated structural metal	28	9	169.7	2.7536	76
3443		Fabricated plate work (boiler shops)	48	20	426.0	4.8178	81
3444		Sheet-metal work	32	8	134.7	2.3364	55
3448		Prefabricated metal buildings	13	9	228.8	10.4147	94
3449		Miscellaneous metal work	15	5	74.6	4.9215	69
3452		Bolts, nuts, rivets, & washers	11	4	76.8	1.9541	70
3462		Iron & steel forgings	8	4	108.5	3.1215	84
3463		Nonferrous forgings	1	1	120.0	20.4708	100
3479		Metal coating & allied services n.e.c.	15	5	145.7	7.4462	82
3494		Valves & pipe fittings	57	20	557.0	8.0554	78
3496		Miscellaneous fabricated wire products	14	3	31.0	1.7184	52
3498		Fabricated pipe & fittings	17	5	158.3	7.4330	73
3533		Oil-field machinery	69	31	1,140.0	23.5158	88
3536		Hoists, industrial cranes, & monorails	6	4	64.1	5.8432	96

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.) 1980 (S&MM Est.)	% Of U.S. Shipments	% In Large Plants
3561	Pumps & pumping equipment	12	3	49.1	1.4581	60
3564	Blowers & exhaust & ventilation fans	11	3	35.5	2.8181	64
3573	Electronic computing equipment	6	4	164.7	.6812	96
3599	Machinery, except electrical, n.e.c.	42	4	153.0	1.3913	34
3662	Radio & TV communication equipment	9	3	105.9	.4504	76
3674	Semiconductors & related devices	1	1	138.6	1.8449	100
3731	Ship building & repairing	10	4	102.4	1.2520	88
3811	Engineering & scientific instruments	8	3	48.7	1.7674	78
3823	Industrial process-control instruments	16	3	66.1	2.7969	51
Harrison	**155 All mfg.**	**36**	**11**	**320.2**	**.0185**	**68**
3483	Ammunition, except small-arms, n.e.c.	1	1	28.0	3.2999	100
Hartley	**All mfg.**	**1**		**1.8**	**.0001**	**0**
Hays	**22 All mfg.**	**15**	**3**	**89.4**	**.0052**	**47**
Hemphill	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Henderson	**All mfg.**	**14**	**5**	**119.4**	**.0069**	**84**
Hidalgo	**161 All mfg.**	**66**	**27**	**673.2**	**.0390**	**77**
2033	Canned fruits & vegetables	9	8	128.6	1.6618	98
2327	Men's & boys' separate trousers	2	2	33.6	1.5415	100
Hill	**All mfg.**	**14**	**5**	**85.7**	**.0050**	**62**
Hockley	**All mfg.**	**4**		**20.4**	**.0012**	**0**
Hood	**66 All mfg.**	**3**		**17.7**	**.0010**	**0**
Hopkins	**All mfg.**	**18**	**5**	**191.1**	**.0111**	**54**
Houston	**All mfg.**	**19**	**7**	**279.2**	**.0162**	**83**
2621	Paper mills, except building paper	1	1	144.8	.7790	100
Howard	**All mfg.**	**24**	**6**	**922.0**	**.0534**	**94**
Hunt	**All mfg.**	**32**	**17**	**599.1**	**.0347**	**93**
2341	Women's & children's underwear	4	3	64.4	2.8299	99
3721	Aircraft	2	2	362.6	1.5882	100
Hutchinson	**All mfg.**	**17**	**6**	**680.1**	**.0394**	**92**
Jack	**All mfg.**	**3**		**8.4**	**.0005**	**0**
Jackson	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Jasper	**All mfg.**	**10**	**5**	**116.7**	**.0068**	**91**
Jefferson	**29 All mfg.**	**102**	**43**	**17,246.4**	**.9981**	**98**
2822	Synthetic rubber	3	3	127.4	5.2969	100
2869	Industrial organic chemicals n.e.c.	9	6	823.5	2.7306	95
2911	Petroleum refining	6	6	15,395.5	9.8433	100
3731	Ship building & repairing	3	3	165.5	2.0235	100
Jim Wells	**All mfg.**	**10**	**2**	**63.4**	**.0037**	**19**
Johnson	**66 All mfg.**	**35**	**10**	**261.8**	**.0152**	**76**
Jones	**1 All mfg.**	**5**	**3**	**37.6**	**.0022**	**48**
Karnes	**All mfg.**	**6**	**1**	**50.0**	**.0029**	**42**
Kaufman	**66 All mfg.**	**23**	**8**	**117.6**	**.0068**	**54**
Kendall	**All mfg.**	**2**	**1**	**14.1**	**.0008**	**74**
Kerr	**All mfg.**	**10**	**4**	**85.1**	**.0049**	**83**
Kimble	**All mfg.**	**2**	**1**	**12.3**	**.0007**	**57**
Kleberg	**All mfg.**	**3**	**1**	**26.6**	**.0015**	**81**
Lamar	**All mfg.**	**20**	**10**	**289.7**	**.0168**	**89**
2033	Canned fruits & vegetables	2	1	65.5	.8464	97
Lamb	**All mfg.**	**2**	**1**	**25.0**	**.0014**	**97**
Lampasas	**All mfg.**	**5**	**3**	**31.2**	**.0018**	**73**
Lavaca	**All mfg.**	**23**	**8**	**117.7**	**.0068**	**38**
Lee	**All mfg.**	**3**	**1**	**21.9**	**.0013**	**63**
Leon	**All mfg.**	**3**	**2**	**69.0**	**.0040**	**92**
Liberty	**114 All mfg.**	**13**	**4**	**123.8**	**.0072**	**66**
Limestone	**All mfg.**	**7**	**3**	**35.6**	**.0021**	**69**
Live Oak	**All mfg.**	**2**		**73.4**	**.0042**	**0**
Llano	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Lubbock	**159 All mfg.**	**94**	**26**	**895.4**	**.0518**	**73**
3531	Construction machinery	3	2	131.9	.8118	94
3873	Watches, clocks, & watchcases	1	1	42.6	3.3753	100
McCulloch	**All mfg.**	**7**	**1**	**26.0**	**.0015**	**54**
McLennan	**286 All mfg.**	**128**	**44**	**970.5**	**.0562**	**74**
3011	Tires & inner tubes	1	1	140.0	1.3691	100
3221	Glass containers	1	1	63.8	2.2756	100
Madison	**All mfg.**	**3**	**2**	**17.6**	**.0010**	**89**
Marion	**All mfg.**	**3**		**8.6**	**.0005**	**0**
Martin	**All mfg.**	**1**		**3.1**	**.0002**	**0**
Matagorda	**All mfg.**	**7**	**3**	**180.6**	**.0105**	**90**
Maverick	**All mfg.**	**9**	**6**	**122.7**	**.0071**	**82**
2328	Men's & boys' work clothing	5	5	91.1	1.9209	100
Medina	**All mfg.**	**5**	**3**	**66.0**	**.0038**	**84**
Midland	**173 All mfg.**	**24**	**10**	**238.2**	**.0138**	**85**
3574	Calculating & accounting machines	1	1	76.1	4.8826	100
Milam	**All mfg.**	**11**	**4**	**320.7**	**.0186**	**91**
3334	Primary aluminum	1	1	272.4	4.1474	100
Mills	**All mfg.**	**2**		**3.7**	**.0002**	**0**
Mitchell	**All mfg.**	**1**	**1**	**8.2**	**.0005**	**100**
Montague	**All mfg.**	**13**	**5**	**47.5**	**.0027**	**62**
Montgomery	**114 All mfg.**	**24**	**4**	**167.3**	**.0097**	**48**
Moore	**All mfg.**	**10**	**3**	**575.2**	**.0333**	**93**
Morris	**All mfg.**	**14**	**4**	**642.1**	**.0372**	**94**
3312	Blast furnaces & steel mills	1	1	579.6	1.1463	100
Nacogdoches	**All mfg.**	**19**	**9**	**234.7**	**.0136**	**82**
Navarro	**All mfg.**	**28**	**8**	**186.5**	**.0108**	**63**
Newton	**All mfg.**	**2**		**8.9**	**.0005**	**0**
Nolan	**All mfg.**	**16**	**9**	**232.7**	**.0135**	**90**
Nueces	**65 All mfg.**	**85**	**25**	**3,318.0**	**.1920**	**84**
2911	Petroleum refining	8	4	2,556.6	1.6346	88
Ochiltree	**All mfg.**	**2**	**1**	**39.5**	**.0023**	**93**
Orange	**29 All mfg.**	**33**	**14**	**1,052.9**	**.0609**	**90**
2821	Plastics materials & synthetic resins	3	2	416.3	3.0356	97
2822	Synthetic rubber	2	2	114.5	4.7605	100
3317	Steel pipe & tubes	1	1	107.8	3.3683	100
3731	Ship building & repairing	3	1	131.8	1.6115	94
Palo Pinto	**All mfg.**	**24**	**9**	**116.3**	**.0067**	**66**
Panola	**All mfg.**	**7**	**5**	**66.9**	**.0039**	**88**
Parker	**66 All mfg.**	**14**	**2**	**51.4**	**.0030**	**40**
Parmer	**All mfg.**	**5**	**1**	**157.6**	**.0091**	**83**
Pecos	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Polk	**All mfg.**	**5**	**4**	**85.4**	**.0049**	**93**
Potter	**9 All mfg.**	**74**	**16**	**2,531.9**	**.1465**	**93**
2011	Meat-packing plants	2	1	390.4	1.0063	95
2911	Petroleum refining	2	2	1,651.0	1.0556	100
3483	Ammunition, except small-arms, n.e.c.	1	1	56.0	6.5999	100
Rains	**All mfg.**	**3**		**7.7**	**.0004**	**0**
Randall	**9 All mfg.**	**5**	**1**	**31.9**	**.0018**	**11**
Red River	**All mfg.**	**10**	**5**	**61.1**	**.0035**	**78**
Reeves	**All mfg.**	**2**		**15.9**	**.0009**	**0**
Robertson	**All mfg.**	**7**	**1**	**73.1**	**.0042**	**14**
Rockwall	**66 All mfg.**	**4**	**2**	**97.4**	**.0056**	**93**
Runnels	**All mfg.**	**10**	**1**	**104.5**	**.0060**	**22**
Rusk	**All mfg.**	**23**	**5**	**164.4**	**.0095**	**38**
Sabine	**All mfg.**	**1**	**1**	**18.7**	**.0011**	**100**
San Augustine	**All mfg.**	**3**		**11.5**	**.0007**	**0**
San Patricio	**65 All mfg.**	**19**	**5**	**554.5**	**.0321**	**62**
San Saba	**All mfg.**	**2**		**4.7**	**.0003**	**0**
Scurry	**All mfg.**	**7**	**2**	**43.2**	**.0025**	**63**
Shackelford	**All mfg.**	**2**		**5.5**	**.0003**	**0**
Shelby	**All mfg.**	**12**	**4**	**157.0**	**.0091**	**83**
2016	Poultry-dressing plants	2	2	97.0	1.3554	100
Sherman	**All mfg.**	**1**		**5.3**	**.0003**	**0**
Smith	**281 All mfg.**	**65**	**23**	**1,715.8**	**.0993**	**91**
3011	Tires & inner tubes	2	2	311.2	3.0433	100
3321	Gray-iron foundries	1	1	150.0	1.8399	100
3585	Refrigeration & heating equipment	2	2	451.9	2.6106	100
Stephens	**All mfg.**	**6**	**1**	**27.8**	**.0016**	**31**
Swisher	**All mfg.**	**5**	**1**	**28.0**	**.0016**	**28**
Tarrant	**66 All mfg.**	**598**	**172**	**7,370.0**	**.4265**	**78**
2451	Mobile homes	10	5	101.0	2.9949	80
2711	Newspapers	7	4	92.7	.5763	91
3069	Fabricated rubber products n.e.c.	9	3	46.0	1.0003	78
3079	Miscellaneous plastics products	34	9	181.7	.7089	56
3325	Steel foundries n.e.c.	1	1	82.7	3.1838	100
3441	Fabricated structural metal	13	5	52.2	.8470	62
3444	Sheet-metal work	19	4	62.2	1.0789	46
3483	Ammunition, except small-arms, n.e.c.	1	1	33.5	3.9481	100
3533	Oil-field machinery	6	4	114.3	2.3578	88
3585	Refrigeration & heating equipment	19	6	420.9	2.4315	79
3662	Radio & TV communication equipment	3	2	152.9	.6504	96
3711	Motor vehicles & passenger-car bodies	2	1	911.1	1.3552	99
3721	Aircraft	3	3	1,614.1	7.0696	100
3728	Aircraft equipment n.e.c.	7	5	95.2	1.2962	93
Taylor	**1 All mfg.**	**53**	**15**	**686.1**	**.0397**	**55**
Terry	**All mfg.**	**4**	**1**	**72.5**	**.0042**	**84**

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments (1980 ($MM Est.) $Mil.)	% Of U.S. Shipments	% In Large Plants
TEXAS (cont.)						
Titus	**All mfg.**	7	4	205.9	.0119	37
Tom Green 244	**All mfg.**	31	12	335.8	.0194	73
3842	Surgical appliances & supplies	1	1	63.0	1.6761	100
Travis 22	**All mfg.**	145	26	1,542.9	.0893	75
3572	Typewriters	1	1	389.8	15.1661	100
3573	Electronic computing equipment	3	1	279.8	1.1573	96
3662	Radio & TV communication equipment	6	3	129.4	.5504	87
Trinity	**All mfg.**	4	1	137.4	.0080	7
Tyler	**All mfg.**	9	1	71.3	.0041	24
Upshur	**All mfg.**	5	2	37.3	.0022	49
Uvalde	**All mfg.**	9	3	47.6	.0028	48
Val Verde	**All mfg.**	6	2	92.9	.0054	90
Van Zandt	**All mfg.**	7	2	46.0	.0027	68
Victoria 284	**All mfg.**	19	6	275.8	.0160	81
2821	Plastics materials & synthetic resins	1	1	164.7	1.2010	100
Walker	**All mfg.**	8		23.4	.0014	0
Waller 114	**All mfg.**	1		9.2	.0005	0
Ward	**All mfg.**	1		5.1	.0003	0
Washington	**All mfg.**	17	4	64.4	.0037	56
Webb 144	**All mfg.**	27	10	203.8	.0118	66
Wharton	**All mfg.**	9	4	69.1	.0040	71
Wheeler	**All mfg.**	1		12.3	.0007	0
Wichita 293	**All mfg.**	65	25	642.2	.0372	78
3211	Flat glass	1	1	79.9	3.3445	100
Wilbarger	**All mfg.**	6	3	44.0	.0025	53
Willacy	**All mfg.**	6	2	31.8	.0018	49
Williamson 22	**All mfg.**	37	10	244.3	.0141	65
Wilson	**All mfg.**	3	1	14.1	.0008	51
Winkler	**All mfg.**	2		2.9	.0002	0
Wise 66	**All mfg.**	13	2	39.0	.0023	28
Wood	**All mfg.**	5	2	26.5	.0015	62
Yoakum	**All mfg.**	1		4.9	.0003	0
Young	**All mfg.**	11	5	66.3	.0038	54
Zavala	**All mfg.**	1	1	53.9	.0031	100
State Total	**All mfg.**	6,729	2,135	114,975.8	6.6543	84
UTAH						
Beaver	**All mfg.**	1		2.4	.0001	0
Box Elder	**All mfg.**	11	4	221.4	.0128	92
3724	Aircraft engines & engine parts	1	1	173.4	1.6014	100
Cache	**All mfg.**	30	14	690.7	.0400	87
2022	Natural & processed cheese	4	4	341.2	3.7902	100
Carbon	**All mfg.**	4	2	14.7	.0009	78
Davis 243	**All mfg.**	42	14	703.2	.0407	55
Duchesne	**All mfg.**	3		7.0	.0004	0
Emery	**All mfg.**	1		6.0	.0003	0
Garfield	**All mfg.**	1	1	16.0	.0009	100
Grand	**All mfg.**	2	1	14.4	.0008	92
Iron	**All mfg.**	5	1	33.8	.0020	32
Juab	**All mfg.**	5	4	43.7	.0025	97
Kane	**All mfg.**	1		3.2	.0002	0
Millard	**All mfg.**	4		15.1	.0009	0
Morgan	**All mfg.**	4	1	32.2	.0019	77
Piute	**All mfg.**	1	1	8.9	.0005	100
Rich	**All mfg.**	1		5.0	.0003	0
Salt Lake 243	**All mfg.**	389	96	5,078.2	.2939	82
2026	Fluid milk	7	4	213.6	1.2696	89
2331	Women's & misses' blouses	4	3	80.8	2.7658	95
2711	Newspapers	4	3	59.6	.3705	93
3331	Primary copper	1	1	422.1	7.8625	100
3441	Fabricated structural metal	22	4	72.6	1.1780	48
3532	Mining machinery	4	2	77.3	2.7942	91
3573	Electronic computing equipment	3	3	369.3	1.5275	100
3589	Service-industry machinery n.e.c.	1	1	121.0	4.0387	100
3724	Aircraft engines & engine parts	1	1	202.3	1.8684	100
3841	Surgical & medical instruments	4	2	132.9	5.1582	97
San Juan	**All mfg.**	5	1	28.9	.0017	16
Sanpete	**All mfg.**	7	3	37.4	.0022	73
Sevier	**All mfg.**	9	1	90.1	.0052	21
Summit	**All mfg.**	5	1	34.5	.0020	69
Tooele 243	**All mfg.**	8	1	34.4	.0020	22
Uintah	**All mfg.**	5		18.1	.0010	0
Utah 221	**All mfg.**	67	22	1,172.7	.0679	85
3312	Blast furnaces & steel mills	1	1	724.7	1.4332	100
Wasatch	**All mfg.**	2	1	16.6	.0010	67
Washington	**All mfg.**	8	3	47.5	.0027	67
Weber 243	**All mfg.**	58	24	662.3	.0383	77
State Total	**All mfg.**	679	196	9,038.4	.5231	79
VERMONT						
Addison	**All mfg.**	16	6	154.7	.0090	72
Bennington	**All mfg.**	44	16	321.8	.0186	74
Caledonia	**All mfg.**	25	5	122.3	.0071	49
Chittenden 47	**All mfg.**	60	20	561.8	.0325	68
3679	Electronic components n.e.c.	3	1	140.0	1.8456	98
Essex	**All mfg.**	4	3	48.7	.0028	98
Franklin	**All mfg.**	27	7	266.8	.0154	70
Grand Isle	**All mfg.**	1		.7	.0000	0
Lamoille	**All mfg.**	13	1	24.8	.0014	24
Orange	**All mfg.**	18	7	86.0	.0050	73
Orleans	**All mfg.**	19	7	136.2	.0079	55
Rutland	**All mfg.**	43	11	367.5	.0213	77
3724	Aircraft engines & engine parts	2	1	180.3	1.6652	96
Washington	**All mfg.**	55	7	152.6	.0088	40
3281	Cut stone & stone products	28	4	37.7	6.3170	48
Windham	**All mfg.**	49	14	368.3	.0213	72
2732	Book printing	2	1	81.6	3.9019	94
Windsor	**All mfg.**	41	13	233.8	.0135	70
3541	Metal-cutting machine tools	4	4	87.9	3.7228	100
State Total	**All mfg.**	415	117	2,846.0	.1647	68
VIRGINIA						
Accomack	**All mfg.**	12	6	141.0	.0082	85
Albemarle	**All mfg.**	31	16	539.7	.0312	92
2037	Frozen fruits & vegetables	1	1	70.0	1.6615	100
3662	Radio & TV communication equipment	2	1	93.7	.3986	93
Alleghany	**All mfg.**	10	5	529.0	.0306	97
2631	Paperboard mills	1	1	251.1	2.3946	100
2819	Industrial inorganic chemicals n.e.c.	2	1	210.2	1.9519	98
Amelia	**All mfg.**	4		10.1	.0006	0
Amherst 160	**All mfg.**	9	1	49.5	.0029	49
Appomattox 160	**All mfg.**	4	2	18.3	.0011	83
Arlington 287	**All mfg.**	52	10	330.9	.0192	67
2731	Book publishing	1	1	85.4	1.3999	100
Augusta	**All mfg.**	42	14	850.5	.0492	92
2824	Noncellulosic synthetic organic fibers	2	2	392.2	4.6151	100
3613	Switchgear & switchboard apparatus	2	1	123.0	2.6405	97
Bath	**All mfg.**	1		2.2	.0001	0
Bedford	**All mfg.**	13	6	206.6	.0120	78
3069	Fabricated rubber products n.e.c.	1	1	53.2	1.1569	100
Bland	**All mfg.**	1	1	8.9	.0005	100
Botetourt 232	**All mfg.**	8	3	47.0	.0027	74
Brunswick	**All mfg.**	12	4	73.7	.0043	46
Buchanan	**All mfg.**	4		13.8	.0008	0
Buckingham	**All mfg.**	4	1	14.2	.0008	67
Campbell 160	**All mfg.**	93	39	1,447.5	.0838	86
2492	Particleboard	1	1	66.2	12.8644	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County / SIC	Metro Area / Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2819	Industrial inorganic chemicals n.e.c.	1	1	120.9	1.1227	100
3321	Gray-iron foundries	3	3	170.9	2.0963	100
3662	Radio & TV communication equipment	1	1	346.5	1.4738	100
Caroline	**All mfg.**	**8**	**1**	**30.9**	**.0018**	**18**
Carroll	**All mfg.**	**8**	**3**	**77.7**	**.0045**	**82**
Charlotte	**All mfg.**	**9**	**4**	**69.1**	**.0040**	**80**
Chesterfield 230	**All mfg.**	**19**	**2**	**63.7**	**.0037**	**16**
Clarke	**All mfg.**	**3**	**3**	**55.8**	**.0032**	**100**
Culpeper	**All mfg.**	**9**	**6**	**67.0**	**.0039**	**83**
Dickenson	**All mfg.**	**1**	**1**	**11.6**	**.0007**	**100**
Dinwiddie 210	**All mfg.**	**32**	**12**	**1,417.2**	**.0820**	**95**
2111	Cigarettes	1	1	1,054.7	10.4572	100
Essex	**All mfg.**	**4**	**2**	**42.9**	**.0025**	**91**
Fairfax 287	**All mfg.**	**82**	**27**	**696.6**	**.0403**	**72**
3662	Radio & TV communication equipment	9	5	149.0	.6338	90
Fauquier	**All mfg.**	**8**	**1**	**27.6**	**.0016**	**22**
Floyd	**All mfg.**	**4**	**3**	**35.1**	**.0020**	**97**
Fluvanna	**All mfg.**	**2**	**1**	**39.3**	**.0023**	**82**
Franklin	**All mfg.**	**25**	**12**	**264.6**	**.0153**	**83**
Frederick	**All mfg.**	**36**	**18**	**411.5**	**.0238**	**83**
Giles	**All mfg.**	**6**	**2**	**88.1**	**.0051**	**82**
2823	Cellulosic man-made fibers	1	1	68.0	5.0936	100
Gloucester 193	**All mfg.**	**7**		**18.4**	**.0011**	**0**
Goochland 230	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Grayson	**All mfg.**	**23**	**11**	**224.3**	**.0130**	**80**
2511	Wood household furniture	3	3	51.2	1.0948	100
Greensville	**All mfg.**	**16**	**6**	**92.7**	**.0054**	**67**
Halifax	**All mfg.**	**14**	**10**	**179.3**	**.0104**	**95**
Hampton Ind. City 193	**All mfg.**	**28**	**5**	**145.5**	**.0084**	**38**
Hanover 230	**All mfg.**	**26**	**3**	**91.1**	**.0053**	**25**
Henrico 230	**All mfg.**	**250**	**89**	**4,908.1**	**.2841**	**90**
2052	Cookies & crackers	3	3	156.2	4.5936	100
2111	Cigarettes	2	2	1,772.0	17.5691	100
2643	Bags, except textile bags	6	3	95.4	2.1851	83
2751	Letterpress commercial printing	10	2	34.4	.6294	72
2752	Lithographic commercial printing	15	2	99.2	.8426	49
2824	Noncellulosic synthetic organic fibers	1	1	360.1	4.2374	100
2834	Pharmaceutical preparations	2	1	181.1	1.0921	97
3079	Miscellaneous plastics products	5	2	121.1	.4724	91
3559	Special-industry machinery n.e.c.	9	5	81.4	1.2862	84
3661	Telephone & telegraph apparatus	1	1	80.8	.6356	100
Henry	**All mfg.**	**52**	**32**	**1,387.6**	**.0803**	**96**
2211	Cotton-weaving mills	1	1	46.7	.8905	100
2253	Knit-outerwear mills	4	4	139.2	5.2642	100
2321	Men's & boys' shirts & nightwear	1	1	56.6	1.5356	100
2492	Particleboard	1	1	40.3	7.8313	100
2511	Wood household furniture	7	7	269.3	5.7586	100
2824	Noncellulosic synthetic organic fibers	1	1	496.6	5.8437	100
Highland	**All mfg.**	**2**	**1**	**7.2**	**.0004**	**67**
Isle of Wight	**All mfg.**	**5**	**3**	**539.1**	**.0312**	**97**
2011	Meat-packing plants	2	2	508.2	1.3099	100
James City 193	**All mfg.**	**4**	**1**	**21.1**	**.0012**	**51**
King and Queen	**All mfg.**	**2**		**4.1**	**.0002**	**0**
King George	**All mfg.**	**2**	**1**	**16.2**	**.0009**	**85**
King William	**All mfg.**	**3**	**1**	**114.7**	**.0066**	**94**
Lancaster	**All mfg.**	**9**		**38.2**	**.0022**	**0**
Lee	**All mfg.**	**6**	**2**	**34.8**	**.0020**	**53**
Loudoun 287	**All mfg.**	**11**	**1**	**52.9**	**.0031**	**5**
Louisa	**All mfg.**	**8**	**2**	**35.4**	**.0020**	**66**
Lunenburg	**All mfg.**	**14**	**7**	**86.1**	**.0050**	**75**
Madison	**All mfg.**	**6**	**1**	**23.3**	**.0013**	**59**
Mathews	**All mfg.**	**1**		**2.7**	**.0002**	**0**
Mecklenburg	**All mfg.**	**21**	**12**	**195.8**	**.0113**	**85**
Montgomery	**All mfg.**	**27**	**15**	**516.5**	**.0299**	**89**
2892	Explosives	1	1	213.3	24.1590	100
3621	Motors & generators	3	3	63.1	1.0634	100
Nelson	**All mfg.**	**7**	**2**	**53.5**	**.0031**	**83**
3281	Cut stone & stone products	2	1	37.3	6.2500	98
New Kent 230	**All mfg.**	**4**		**24.0**	**.0014**	**0**
Newport News I. C. 193	**All mfg.**	**33**	**16**	**1,286.5**	**.0745**	**96**
3731	Ship building & repairing	2	2	964.7	11.7950	100
Norfolk 195	**All mfg.**	**147**	**48**	**2,114.5**	**.1224**	**81**
2435	Hardwood veneer & plywood	4	3	47.3	3.2162	94
2711	Newspapers	2	1	54.6	.3395	94
3651	Radio & TV receiving sets	1	1	257.5	3.8100	100
3711	Motor vehicles & passenger-car bodies	1	1	401.9	.5978	100
3731	Ship building & repairing	6	6	166.5	2.0358	100
Northampton	**All mfg.**	**6**	**4**	**45.3**	**.0026**	**88**
Northumberland	**All mfg.**	**9**	**1**	**118.6**	**.0069**	**67**
Nottoway	**All mfg.**	**14**	**6**	**86.2**	**.0050**	**66**
Orange	**All mfg.**	**17**	**5**	**151.1**	**.0087**	**77**
Page	**All mfg.**	**8**	**5**	**180.2**	**.0104**	**94**
2328	Men's & boys' work clothing	2	1	86.6	1.8260	95
Patrick	**All mfg.**	**7**	**5**	**58.9**	**.0034**	**93**
Pittsylvania 68	**All mfg.**	**48**	**22**	**852.3**	**.0493**	**90**
2211	Cotton-weaving mills	1	1	128.8	2.4560	100
3011	Tires & inner tubes	1	1	186.3	1.8219	100
3524	Lawn & garden equipment	1	1	54.7	3.2175	100
Powhatan 230	**All mfg.**	**4**		**9.4**	**.0005**	**0**
Prince Edward	**All mfg.**	**8**	**4**	**57.0**	**.0033**	**86**
Prince George 210	**All mfg.**	**18**	**9**	**1,181.7**	**.0684**	**97**
2812	Alkalies & chlorine	1	1	120.7	5.7361	100
2824	Noncellulosic synthetic organic fibers	2	2	316.5	3.7244	100
2869	Industrial organic chemicals n.e.c.	1	1	452.7	1.5011	100
Prince William 287	**All mfg.**	**17**	**3**	**301.6**	**.0175**	**86**
3679	Electronic components n.e.c.	1	1	68.4	.9017	100
Pulaski	**All mfg.**	**21**	**10**	**229.7**	**.0133**	**88**
2511	Wood household furniture	3	2	78.2	1.6722	98
Rappahannock	**All mfg.**	**1**	**1**	**9.4**	**.0005**	**100**
Richmond	**All mfg.**	**5**	**2**	**57.0**	**.0033**	**89**
Roanoke 232	**All mfg.**	**116**	**39**	**1,349.2**	**.0781**	**80**
2511	Wood household furniture	2	2	49.3	1.0542	100
3622	Industrial controls	1	1	169.4	5.3280	100
Rockbridge	**All mfg.**	**15**	**5**	**189.6**	**.0110**	**75**
2272	Tufted carpets & rugs	1	1	108.6	2.1308	100
Rockingham	**All mfg.**	**45**	**20**	**561.4**	**.0325**	**82**
2016	Poultry-dressing plants	3	3	121.1	1.6921	100
Russell	**All mfg.**	**3**	**1**	**18.5**	**.0011**	**66**
Scott 126	**All mfg.**	**6**	**4**	**62.2**	**.0036**	**83**
Shenandoah	**All mfg.**	**25**	**8**	**193.4**	**.0112**	**75**
Smyth	**All mfg.**	**23**	**18**	**285.2**	**.0165**	**96**
2321	Men's & boys' shirts & nightwear	3	3	50.5	1.3701	100
Southampton	**All mfg.**	**22**	**8**	**378.2**	**.0219**	**87**
2492	Particleboard	1	1	28.9	5.6160	100
2621	Paper mills, except building paper	1	1	164.4	.8844	100
Spotsylvania	**All mfg.**	**24**	**6**	**122.8**	**.0071**	**64**
Stafford	**All mfg.**	**2**		**3.3**	**.0002**	**0**
Suffolk Ind. City 195	**All mfg.**	**32**	**4**	**252.7**	**.0146**	**56**
2065	Confectionery products	3	2	119.0	2.1186	94
Surry	**All mfg.**	**2**		**30.1**	**.0017**	**0**
Sussex	**All mfg.**	**7**	**3**	**34.5**	**.0020**	**57**
Tazewell	**All mfg.**	**39**	**11**	**241.9**	**.0140**	**68**
Warren	**All mfg.**	**7**	**3**	**195.7**	**.0113**	**95**
2823	Cellulosic man-made fibers	1	1	147.5	11.0487	100
Washington 126	**All mfg.**	**49**	**26**	**558.6**	**.0323**	**88**
Westmoreland	**All mfg.**	**8**	**2**	**53.5**	**.0031**	**61**
Wise	**All mfg.**	**10**	**3**	**210.7**	**.0122**	**81**
3312	Blast furnaces & steel mills	2	1	155.1	.3067	93
Wythe	**All mfg.**	**15**	**8**	**86.2**	**.0050**	**86**
York 193	**All mfg.**	**7**	**5**	**616.0**	**.0357**	**99**
State Total	**All mfg.**	**1,925**	**726**	**28,678.6**	**1.6598**	**86**
WASHINGTON						
Adams	**All mfg.**	**2**	**1**	**54.7**	**.0032**	**96**
Asotin	**All mfg.**	**2**		**10.0**	**.0006**	**0**
Benton 229	**All mfg.**	**19**	**6**	**173.5**	**.0100**	**73**
Chelan	**All mfg.**	**26**	**10**	**371.9**	**.0215**	**83**
3334	Primary aluminum	2	1	190.8	2.9050	95
Clallam	**All mfg.**	**23**	**5**	**313.3**	**.0181**	**66**
Clark 218	**All mfg.**	**54**	**17**	**1,224.8**	**.0709**	**88**
2621	Paper mills, except building paper	2	2	542.6	2.9190	100

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
WASHINGTON (Clark, cont.)						
3334	Primary aluminum	1	1	317.9	4.8402	100
Columbia	**All mfg.**	**1**	**1**	**7.6**	**.0004**	**100**
Cowlitz	**All mfg.**	**38**	**13**	**1,052.9**	**.0609**	**88**
2421	General sawmills & planing mills	3	1	221.3	1.7756	94
2631	Paperboard mills	1	1	167.3	1.5955	100
3334	Primary aluminum	1	1	181.7	2.7665	100
Douglas	**All mfg.**	**1**	**1**	**25.0**	**.0014**	**100**
Ferry	**All mfg.**	**2**		**14.7**	**.0009**	**0**
Franklin 229	**All mfg.**	**12**	**5**	**142.7**	**.0083**	**79**
2037	Frozen fruits & vegetables	2	2	77.0	1.8277	100
Grant	**All mfg.**	**15**	**4**	**175.5**	**.0102**	**82**
Grays Harbor	**All mfg.**	**50**	**19**	**1,623.8**	**.0940**	**94**
2411	Logging camps & contractors	5	3	980.8	13.2812	98
2611	Pulp mills	2	2	247.3	8.1002	100
Island	**All mfg.**	**5**	**2**	**46.8**	**.0027**	**76**
Jefferson	**All mfg.**	**6**	**2**	**96.6**	**.0056**	**80**
King 255	**All mfg.**	**719**	**153**	**9,269.8**	**.5365**	**81**
2026	Fluid milk	7	5	268.0	1.5930	93
2051	Bread, cake, & related products	13	9	158.3	1.4110	93
2086	Bottled & canned soft drinks	6	3	103.6	.7996	85
2091	Canned & cured seafoods	10	5	170.6	10.5075	87
2329	Men's & boys' clothing n.e.c.	7	5	28.8	2.1477	91
2711	Newspapers	10	3	109.2	.6789	88
2751	Letterpress commercial printing	22	3	42.5	.7776	42
3273	Ready-mixed concrete	12	4	141.9	1.5210	75
3312	Blast furnaces & steel mills	2	2	233.9	.4626	100
3441	Fabricated structural metal	11	3	59.0	.9574	71
3559	Special-industry machinery n.e.c.	7	1	369.5	5.8384	96
3599	Machinery, except electrical, n.e.c.	28	2	88.5	.8048	28
3662	Radio & TV communication equipment	10	5	645.5	2.7456	98
3713	Truck & bus bodies	4	1	57.5	1.9143	90
3721	Aircraft	3	2	1,714.4	7.5089	100
3728	Aircraft equipment n.e.c.	16	2	90.2	1.2281	54
3731	Ship building & repairing	9	5	297.1	3.6326	96
3732	Boat building & repairing	7	2	75.6	3.3816	89
3743	Railroad equipment	1	1	159.8	2.7330	100
3761	Guided missiles & space vehicles	1	1	1,334.1	19.7770	100
Kitsap 41	**All mfg.**	**13**	**3**	**57.7**	**.0033**	**46**
Kittitas	**All mfg.**	**11**	**4**	**115.1**	**.0067**	**67**
Klickitat	**All mfg.**	**7**	**4**	**207.7**	**.0120**	**92**
Lewis	**All mfg.**	**43**	**17**	**559.0**	**.0324**	**76**
Lincoln	**All mfg.**	**1**	**1**	**10.5**	**.0006**	**100**
Mason	**All mfg.**	**10**	**3**	**127.8**	**.0074**	**71**
2661	Building-paper & building-board mills	1	1	77.6	12.8328	100
Okanogan	**All mfg.**	**13**	**2**	**171.7**	**.0099**	**48**
2421	General sawmills & planing mills	4	2	90.2	.7237	91
Pacific	**All mfg.**	**11**	**2**	**105.9**	**.0061**	**29**
Pend Oreille	**All mfg.**	**5**	**1**	**53.5**	**.0031**	**65**
Pierce 270	**All mfg.**	**169**	**44**	**1,770.1**	**.1024**	**69**
2421	General sawmills & planing mills	7	3	150.5	1.2075	91
Skagit	**All mfg.**	**31**	**12**	**1,714.8**	**.0992**	**96**
Skamania	**All mfg.**	**4**	**3**	**55.5**	**.0032**	**84**
Snohomish 255	**All mfg.**	**122**	**28**	**2,035.1**	**.1178**	**85**
2037	Frozen fruits & vegetables	5	2	101.6	2.4116	95
2421	General sawmills & planing mills	11	4	166.2	1.3335	85
2431	Millwork	5	1	53.6	1.2381	82
2647	Sanitary paper products	1	1	222.0	3.6350	100
3662	Radio & TV communication equipment	2	2	87.8	.3735	100
3721	Aircraft	1	1	747.7	3.2749	100
3825	Electricity-measuring instruments	1	1	90.7	2.3293	100
Spokane 262	**All mfg.**	**151**	**34**	**1,914.0**	**.1108**	**78**
3334	Primary aluminum	1	1	272.4	4.1474	100
3353	Aluminum sheet, plate, & foil	1	1	613.2	7.2770	100
Stevens	**All mfg.**	**17**	**3**	**163.8**	**.0095**	**59**
Thurston 199	**All mfg.**	**25**	**10**	**230.1**	**.0133**	**78**
Wahkiakum	**All mfg.**	**1**	**1**	**91.0**	**.0053**	**100**
Walla Walla	**All mfg.**	**20**	**6**	**219.2**	**.0127**	**82**
Whatcom	**All mfg.**	**49**	**19**	**1,686.0**	**.0976**	**91**
2611	Pulp mills	1	1	141.3	4.6282	100
3334	Primary aluminum	2	2	236.2	3.5963	100
Whitman	**All mfg.**	**2**		**10.0**	**.0006**	**0**
Yakima 298	**All mfg.**	**91**	**19**	**630.6**	**.0365**	**58**
2033	Canned fruits & vegetables	11	5	167.0	2.1581	91
State Total	**All mfg.**	**1,771**	**455**	**26,532.7**	**1.5356**	**82**
WEST VIRGINIA						
Barbour	**All mfg.**	**6**		**17.8**	**.0010**	**0**
Berkeley	**All mfg.**	**26**	**12**	**344.6**	**.0199**	**87**
3714	Motor-vehicle parts & accessories	2	2	84.6	.2683	100
Boone	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Braxton	**All mfg.**	**4**	**1**	**15.2**	**.0009**	**33**
Brooke 267	**All mfg.**	**17**	**9**	**342.7**	**.0198**	**90**
Cabell 115	**All mfg.**	**66**	**21**	**1,362.5**	**.0789**	**89**
3221	Glass containers	2	2	83.2	2.9676	100
3312	Blast furnaces & steel mills	1	1	152.2	.3010	100
3356	Nonferrous rolling & drawing n.e.c.	1	1	496.7	13.8195	100
3743	Railroad equipment	1	1	86.4	1.4777	100
Calhoun	**All mfg.**	**2**	**1**	**8.2**	**.0005**	**93**
Clay	**All mfg.**	**2**		**3.7**	**.0002**	**0**
Doddridge	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Fayette	**All mfg.**	**9**	**2**	**147.2**	**.0085**	**90**
3313	Electrometallurgical products	1	1	113.4	10.0854	100
Gilmer	**All mfg.**	**2**	**1**	**19.7**	**.0011**	**77**
Grant	**All mfg.**	**7**	**2**	**31.3**	**.0018**	**42**
Greenbrier	**All mfg.**	**18**	**5**	**103.4**	**.0060**	**56**
Hampshire	**All mfg.**	**3**	**1**	**10.8**	**.0006**	**49**
Hancock 267	**All mfg.**	**28**	**14**	**2,474.0**	**.1432**	**98**
3262	Vitreous china food utensils	1	1	56.7	21.9003	100
3312	Blast furnaces & steel mills	1	1	1,842.7	3.6443	100
Hardy	**All mfg.**	**4**	**2**	**35.2**	**.0020**	**92**
Harrison	**All mfg.**	**34**	**14**	**327.2**	**.0189**	**74**
3229	Pressed & blown glass n.e.c.	3	3	31.5	1.9418	100
Jackson	**All mfg.**	**3**	**1**	**908.2**	**.0526**	**100**
3353	Aluminum sheet, plate, & foil	1	1	905.1	10.7411	100
Jefferson	**All mfg.**	**9**	**4**	**107.4**	**.0062**	**88**
Kanawha 52	**All mfg.**	**91**	**25**	**3,100.6**	**.1794**	**92**
2812	Alkalies & chlorine	1	1	100.8	4.7904	100
2824	Noncellulosic synthetic organic fibers	1	1	211.1	2.4841	100
2869	Industrial organic chemicals n.e.c.	6	4	1,624.5	5.3866	98
Lewis	**All mfg.**	**9**	**5**	**53.8**	**.0031**	**86**
Lincoln	**All mfg.**	**1**	**1**	**6.1**	**.0004**	**100**
Logan	**All mfg.**	**14**	**2**	**51.7**	**.0030**	**35**
McDowell	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Marion	**All mfg.**	**37**	**9**	**357.7**	**.0207**	**83**
3641	Electric lamps	1	1	102.8	5.0635	100
Marshall 291	**All mfg.**	**17**	**7**	**356.0**	**.0206**	**86**
3944	Games, toys, & children's vehicles	1	1	64.7	2.0017	100
Mason	**All mfg.**	**9**	**4**	**196.1**	**.0113**	**90**
Mercer	**All mfg.**	**26**	**8**	**145.3**	**.0084**	**63**
Mineral	**All mfg.**	**10**	**4**	**113.2**	**.0066**	**81**
Mingo	**All mfg.**	**10**		**30.7**	**.0018**	**0**
Monongalia	**All mfg.**	**29**	**11**	**213.6**	**.0124**	**74**
Monroe	**All mfg.**	**1**	**1**	**12.5**	**.0007**	**100**
Morgan	**All mfg.**	**6**	**2**	**49.0**	**.0028**	**78**
Nicholas	**All mfg.**	**16**	**4**	**78.9**	**.0046**	**52**
Ohio 291	**All mfg.**	**37**	**14**	**349.1**	**.0202**	**75**
3547	Rolling-mill machinery	2	2	85.7	20.4877	100
Pendelton	**All mfg.**	**4**	**1**	**24.4**	**.0014**	**71**
Pleasants	**All mfg.**	**2**	**2**	**496.1**	**.0287**	**100**
Pocahontas	**All mfg.**	**4**	**1**	**21.3**	**.0012**	**60**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Preston	All mfg.	10	3	67.3	.0039	35
Putnam 52	All mfg.	8	2	33.8	.0020	68
Raleigh	All mfg.	29	5	112.2	.0065	45
Randolph	All mfg.	21	5	84.2	.0049	41
Ritchie	All mfg.	11	4	55.2	.0032	50
Roane	All mfg.	8	3	82.3	.0048	86
Summers	All mfg.	3	1	10.2	.0006	45
Taylor	All mfg.	6	4	41.7	.0024	91
Tucker	All mfg.	7	3	81.2	.0047	83
Tyler	All mfg.	2	1	164.6	.0095	98
Upshur	All mfg.	7	3	65.7	.0038	82
Wayne 115	All mfg.	15	4	169.1	.0098	74
Webster	All mfg.	4		10.2	.0006	0
Wetzel	All mfg.	12	5	243.0	.0141	91
Wirt 205	All mfg.	1		.9	.0001	0
Wood 205	All mfg.	52	20	1,032.7	.0598	87
2821 Plastics materials & synthetic resins		2	2	506.2	3.6912	100
3229 Pressed & blown glass n.e.c.		3	3	31.5	1.9418	100
3423 Hand & edge tools n.e.c.		1	1	85.1	3.1222	100
Wyoming	All mfg.	5		10.9	.0006	0
State Total	All mfg.	767	254	14,186.1	.8210	88

WISCONSIN

Adams	All mfg.	4	1	19.8	.0011	70
Ashland	All mfg.	10	4	72.2	.0042	68
Barron	All mfg.	35	11	284.5	.0167	65
Bayfield	All mfg.	1	1	9.3	.0005	100
Brown 105	All mfg.	115	34	2,416.8	.1399	87
2621 Paper mills, except building paper		4	4	395.4	2.1271	100
2647 Sanitary paper products		8	5	897.8	14.7004	96
3554 Paper-industries machinery		6	2	106.4	7.7892	87
Buffalo	All mfg.	1		15.8	.0009	0
Burnett	All mfg.	7	1	20.3	.0012	19
Calumet 16	All mfg.	23	7	480.7	.0278	77
3519 Internal-combustion engines n.e.c.		1	1	217.0	2.3346	100
Chippewa 78	All mfg.	34	12	217.7	.0126	76
Clark	All mfg.	22	3	129.3	.0075	30
Columbia	All mfg.	45	13	222.3	.0129	56
Crawford	All mfg.	9	3	116.1	.0067	89
Dane 163	All mfg.	160	45	2,650.6	.1534	83
2011 Meat-packing plants		1	1	991.6	2.5558	100
2439 Structural wood members n.e.c.		4	2	44.4	5.0900	92
3692 Dry & wet primary batteries		1	1	69.5	8.5015	100
Dodge	All mfg.	53	16	457.5	.0265	75
3524 Lawn & garden equipment		1	1	75.3	4.4292	100
Door	All mfg.	15	8	275.0	.0159	95
3731 Ship building & repairing		2	2	113.9	1.3926	100
Douglas 77	All mfg.	13	4	358.4	.0207	86
Dunn	All mfg.	10	2	68.0	.0039	64
Eau Claire 78	All mfg.	31	12	719.5	.0416	85
3011 Tires & inner tubes		1	1	209.2	2.0458	100
Florence	All mfg.	1		2.4	.0001	0
Fond du Lac	All mfg.	64	22	873.7	.0506	78
3519 Internal-combustion engines n.e.c.		2	1	199.2	2.1431	96
Forest	All mfg.	2	2	16.3	.0009	100
Grant	All mfg.	11		60.5	.0035	0
Green	All mfg.	23	9	194.9	.0113	46
Green Lake	All mfg.	28	3	123.6	.0072	45
Iowa	All mfg.	7		18.1	.0010	0
Iron	All mfg.	3	1	27.5	.0016	88
Jackson	All mfg.	9	2	94.9	.0055	65
Jefferson	All mfg.	74	23	825.3	.0478	82
3079 Miscellaneous plastics products		8	4	97.2	.3792	93
Juneau	All mfg.	13	5	116.4	.0067	80
Kenosha 133	All mfg.	47	17	2,172.6	.1257	96
3423 Hand & edge tools n.e.c.		1	1	53.2	1.9519	100
3711 Motor vehicles & passenger-car bodies		2	1	1,615.2	2.4025	100
Kewaunee	All mfg.	15	4	128.9	.0075	65
La Crosse 137	All mfg.	49	14	640.9	.0371	85
3585 Refrigeration & heating equipment		1	1	278.1	1.6066	100

1980 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Lafayette	All mfg.	4	2	62.1	.0036	68
Langlade	All mfg.	16	5	113.1	.0065	67
Lincoln	All mfg.	27	10	316.0	.0183	84
Manitowoc 165	All mfg.	74	24	971.0	.0562	84
3361 Aluminum foundries		4	4	203.6	5.9584	100
3585 Refrigeration & heating equipment		2	2	173.8	1.0040	100
3842 Surgical appliances & supplies		1	1	107.1	2.8493	100
Marathon 289	All mfg.	69	29	1,218.9	.0705	86
2022 Natural & processed cheese		5	2	359.4	3.9924	82
2435 Hardwood veneer & plywood		2	1	45.7	3.1074	97
2621 Paper mills, except building paper		3	3	224.0	1.2050	100
3531 Construction machinery		2	2	115.5	.7109	100
3621 Motors & generators		1	1	50.5	.8511	100
Marinette	All mfg.	30	13	618.6	.0358	92
2621 Paper mills, except building paper		2	2	132.9	.7150	100
Marquette	All mfg.	4	1	26.8	.0016	36
Menominee	All mfg.	1	1	32.0	.0019	100
Milwaukee 174	All mfg.	862	277	11,971.7	.6929	85
2051 Bread, cake, & related products		7	6	102.3	.9119	97
2082 Malt beverages		3	3	1,294.9	14.9854	100
2086 Bottled & canned soft drinks		5	4	101.6	.7842	94
2531 Public-building & related furniture		7	3	40.3	4.5754	88
2641 Paper coating & glazing		3	1	106.8	2.5067	89
2653 Corrugated & solid fiber boxes		10	6	100.2	1.1901	86
2711 Newspapers		3	2	58.0	.3606	97
2751 Letterpress commercial printing		14	2	34.2	.6257	61
2752 Lithographic commercial printing		19	6	169.1	1.4364	70
3079 Miscellaneous plastics products		28	8	206.4	.8052	68
3111 Leather tanning & finishing		16	8	169.0	9.1110	84
3143 Men's nonathletic footwear		1	1	39.6	1.8141	100
3317 Steel pipe & tubes		1	1	83.4	1.9810	100
3321 Gray-iron foundries		10	7	120.0	1.4719	95
3325 Steel foundries n.e.c.		11	9	183.3	4.7469	96
3411 Metal cans		5	5	355.6	4.1776	100
3429 Hardware n.e.c.		3	1	100.7	1.5995	92
3443 Fabricated plate work (boiler shops)		15	8	214.5	2.4259	92
3444 Sheet-metal work		12	2	59.7	1.0355	62
3448 Prefabricated metal buildings		2	2	73.0	3.3229	100
3462 Iron & steel forgings		4	3	345.8	9.9485	100
3469 Metal stampings n.e.c.		14	4	65.0	1.1543	62
3519 Internal-combustion engines n.e.c.		5	4	989.4	10.6443	100
3531 Construction machinery		16	9	547.6	3.3703	92
3532 Mining machinery		3	2	138.3	4.9993	97
3533 Oil-field machinery		2	1	220.8	4.5546	99
3536 Hoists, industrial cranes, & monorails		10	4	113.1	10.3099	90
3541 Metal-cutting machine tools		8	2	56.2	2.3802	84
3544 Special dies, tools, jigs, & fixtures		23	3	35.0	1.1339	46
3551 Food-products machinery		4	3	67.4	2.1649	95
3566 Speed changers, drives, & gears		2	2	117.3	11.5203	100
3569 General industrial machinery n.e.c.		12	4	45.0	2.0644	75
3599 Machinery, except electrical, n.e.c.		26	6	151.1	1.3740	63
3612 Transformers		5	3	50.5	1.6942	94
3613 Switchgear & switchboard apparatus		9	3	68.2	1.4641	83
3621 Motors & generators		7	3	81.3	1.3702	89
3622 Industrial controls		12	8	428.0	13.4617	98
3662 Radio & TV communication equipment		5	1	105.5	.4487	82
3693 X-ray apparatus & tubes		2	2	412.7	18.6194	100
3713 Truck & bus bodies		3	1	66.1	2.2006	97
3714 Motor-vehicle parts & accessories		5	2	270.5	.8579	96
3751 Motorcycles, bicycles, & parts		1	1	161.5	13.4192	100
3822 Environmental controls		4	4	77.0	4.2298	100
3993 Signs & advertising displays		13	4	43.6	2.2341	65
Monroe	All mfg.	13	4	75.6	.0044	59
Oconto	All mfg.	24	7	225.7	.0131	75
Oneida	All mfg.	10	4	171.8	.0099	87
Outagamie 16	All mfg.	83	34	1,745.2	.1010	91
2259 Knitting mills n.e.c.		1	1	36.3	33.0601	100
2621 Paper mills, except building paper		5	5	626.7	3.3714	100
2641 Paper coating & glazing		1	1	171.8	4.0324	100
3623 Electric welding apparatus		1	1	88.5	5.6105	100
Ozaukee 174	All mfg.	83	30	698.0	.0404	76
3519 Internal-combustion engines n.e.c.		2	2	137.6	1.4803	100

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
WISCONSIN (Ozaukee, cont.)						
3524	Lawn & garden equipment	2	2	73.8	4.3409	100
3621	Motors & generators	3	3	80.8	1.3617	100
Pepin	**All mfg.**	**4**	**1**	**25.6**	**.0015**	**30**
Pierce	**All mfg.**	**8**	**4**	**76.7**	**.0044**	**71**
Polk	**All mfg.**	**18**	**7**	**145.0**	**.0084**	**53**
Portage	**All mfg.**	**25**	**10**	**284.6**	**.0165**	**81**
Price	**All mfg.**	**11**	**4**	**119.0**	**.0069**	**82**
Racine 224	**All mfg.**	**168**	**56**	**1,798.3**	**.1041**	**84**
2731	Book publishing	1	1	112.5	1.8441	100
2842	Polishes & sanitation goods	1	1	225.4	5.1331	100
3523	Farm machinery & equipment	5	3	219.8	1.9907	97
3531	Construction machinery	5	3	190.6	1.1731	97
3561	Pumps & pumping equipment	4	2	64.7	1.9213	96
3568	Power-transmission equipment n.e.c.	1	1	41.3	3.0839	100
3621	Motors & generators	9	5	73.5	1.2387	92
Richland	**All mfg.**	**12**	**4**	**71.1**	**.0041**	**64**
Rock 124	**All mfg.**	**68**	**23**	**1,429.8**	**.0828**	**88**
3143	Men's nonathletic footwear	1	1	39.6	1.8141	100
3519	Internal-combustion engines n.e.c.	1	1	217.0	2.3346	100
3554	Paper-industries machinery	1	1	162.5	11.8960	100
3711	Motor vehicles & passenger-car bodies	1	1	462.1	.6874	100
3951	Pens & mechanical pencils	1	1	75.2	10.3453	100
Rusk	**All mfg.**	**10**	**3**	**64.7**	**.0037**	**65**
St. Croix 175	**All mfg.**	**22**	**4**	**156.0**	**.0090**	**67**
Sauk	**All mfg.**	**31**	**10**	**385.1**	**.0223**	**79**
3482	Small-arms ammunition	1	1	60.5	11.6190	100
Sawyer	**All mfg.**	**3**		**18.0**	**.0010**	**0**
Shawano	**All mfg.**	**16**	**6**	**192.7**	**.0112**	**74**
Sheboygan 256	**All mfg.**	**111**	**40**	**1,418.2**	**.0821**	**82**
2022	Natural & processed cheese	4	3	408.6	4.5389	99
3431	Metal sanitary ware	1	1	109.8	19.7021	100
3519	Internal-combustion engines n.e.c.	1	1	132.5	1.4255	100
Taylor	**All mfg.**	**10**	**7**	**133.9**	**.0077**	**96**
Trempealeau	**All mfg.**	**15**	**3**	**140.7**	**.0081**	**84**
Vernon	**All mfg.**	**6**		**18.7**	**.0011**	**0**
Vilas	**All mfg.**	**6**	**1**	**21.9**	**.0013**	**49**
Walworth	**All mfg.**	**70**	**18**	**422.3**	**.0244**	**66**
Washburn	**All mfg.**	**3**		**4.7**	**.0003**	**0**
Washington 174	**All mfg.**	**70**	**20**	**823.2**	**.0476**	**81**
3519	Internal-combustion engines n.e.c.	1	1	127.7	1.3738	100
3523	Farm machinery & equipment	4	2	97.0	.8785	96
3634	Electric housewares & fans	2	2	185.2	5.6367	100
Waukesha 174	**All mfg.**	**307**	**66**	**2,187.3**	**.1266**	**71**
2752	Lithographic commercial printing	9	3	124.0	1.0533	78
3519	Internal-combustion engines n.e.c.	2	1	219.5	2.3615	99
3531	Construction machinery	3	2	222.8	1.3713	97
3551	Food-products machinery	7	3	103.1	3.3116	92
3612	Transformers	3	2	66.3	2.2242	97
Waupaca	**All mfg.**	**46**	**15**	**650.1**	**.0376**	**77**
2013	Sausages & other prepared meats	1	1	159.7	1.4809	100
Waushara	**All mfg.**	**7**	**1**	**27.7**	**.0016**	**32**
Winnebago 16	**All mfg.**	**131**	**41**	**1,757.3**	**.1017**	**83**
2431	Millwork	5	3	54.3	1.2543	94
2621	Paper mills, except building paper	8	6	510.8	2.7479	97
2653	Corrugated & solid fiber boxes	4	2	94.8	1.1260	90
2732	Book printing	1	1	82.7	3.9545	100
3321	Gray-iron foundries	2	2	108.0	1.3247	100
3713	Truck & bus bodies	2	2	45.9	1.5281	100
3714	Motor-vehicle parts & accessories	2	1	80.6	.2556	97
Wood	**All mfg.**	**48**	**20**	**1,012.3**	**.0586**	**84**
2621	Paper mills, except building paper	3	3	461.1	2.4805	100
State Total	**All mfg.**	**3,460**	**1,084**	**45,465.3**	**2.6313**	**83**
WYOMING						
Albany	**All mfg.**	**12**	**1**	**45.3**	**.0026**	**31**
Big Horn	**All mfg.**	**6**	**1**	**44.5**	**.0026**	**30**
Campbell	**All mfg.**	**3**		**9.3**	**.0005**	**0**
Carbon	**All mfg.**	**3**	**1**	**297.4**	**.0172**	**97**
Converse	**All mfg.**	**2**		**9.4**	**.0005**	**0**
Crook	**All mfg.**	**2**		**4.6**	**.0003**	**0**
Fremont	**All mfg.**	**14**	**2**	**97.8**	**.0057**	**27**
Goshen	**All mfg.**	**3**	**1**	**48.4**	**.0028**	**75**
Hot Springs	**All mfg.**	**1**		**3.7**	**.0002**	**0**
Johnson	**All mfg.**	**2**		**7.3**	**.0004**	**0**
Laramie 55	**All mfg.**	**24**	**7**	**422.8**	**.0245**	**85**
Lincoln	**All mfg.**	**7**	**1**	**75.6**	**.0044**	**41**
Natrona	**All mfg.**	**36**	**8**	**1,474.6**	**.0853**	**68**
Niobrara	**All mfg.**	**1**		**2.6**	**.0002**	**0**
Park	**All mfg.**	**7**	**1**	**231.5**	**.0134**	**86**
Platte	**All mfg.**	**2**		**5.2**	**.0003**	**0**
Sheridan	**All mfg.**	**11**	**1**	**57.5**	**.0033**	**30**
Sweetwater	**All mfg.**	**6**	**3**	**110.6**	**.0064**	**91**
Teton	**All mfg.**	**6**		**13.1**	**.0008**	**0**
Uinta	**All mfg.**	**4**		**10.2**	**.0006**	**0**
Washakie	**All mfg.**	**6**	**2**	**77.1**	**.0045**	**72**
Weston	**All mfg.**	**5**		**99.4**	**.0058**	**0**
State Total	**All mfg.**	**183**	**29**	**3,147.9**	**.1822**	**68**
NATIONAL TOTAL	**ALL MFG.**	**139,005**	**42,490**	**1,727,838.7**	**100.0000**	**82**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

S&MM
SALES & MARKETING MANAGEMENT
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'Try patching that copier with our Scotch tape, sir'

Well, 3M salespeople may not go that far, but cross-selling counts for a lot in the diversified giant's quest for greater productivity. Page 38.

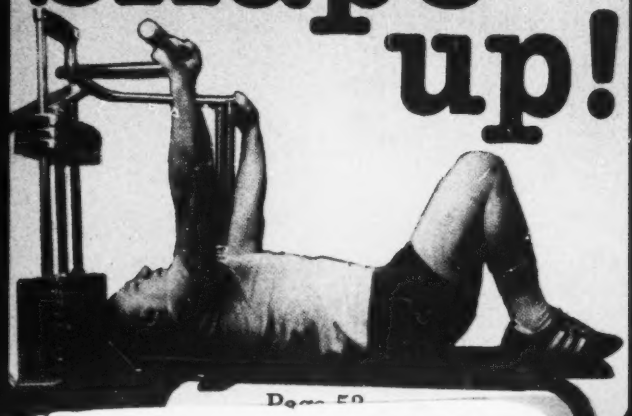
Plan or perish

A new study shows how more companies are using the marketing plan to make the future more manageable—and more profitable. Page 45.

A 32-PAGE S&MM SPECIAL REPORT

Executive fitness

Shape up!



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The IRS makes meetings less taxing. Proposed rules for foreign business travel are still tricky, but the worst kinks are gone. Page 10.

Yardley tries harder for liquid soap. Claiming to have invented the category, it challenges Minnetonka with packaging and promotion. Page 10.

Building a sales force. Most Sony products move through dealers, but its new Typecorder word processor will be sold direct. Page 11.

Telephone discounters are calling. Thanks to deregulation, over 30 fledgling companies are out to cut your long-distance phone bill. Page 13.

How small retailers see scanners. They're just beginning to appear at checkout counters, but the impact will be great. Page 22.

Computers in marketing. Salespeople for Technical Publishing use portable terminals to close the sale. Page 25.

Marketing productivity. Marketers claim to have made their operations more effective—despite what their bosses say. Page 110.

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An S&MM Special Section: Industrial Advertising. As ad costs spiral, industrial marketers are devising ways to make their efforts more productive. Case histories and an exclusive S&MM survey. June 8.

Keep on truckin'. The signing of the trucking industry deregulation bill is altering the way freight haulers do business. That's one reason truck manufacturers are gearing up for a shift in marketing strategies. July 6.

An S&MM Special Section: Cooperative Advertising. One healthy sign for co-op is that it is getting more attention in grocery products and health and beauty aids. Included: An S&MM Executive Roundtable. July 6.

Exxon Office Systems. The big oil marketer blends its office-equipment ventures into one unit. But did it wait too long? July 6.

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Cover photo courtesy of Cardio-Fitness Center, 345 Park Ave., NYC.

by Robertz-Webb, Chicago. It does packaging for Yardley and fragrance and toiletries marketer Jovan, which licenses the Yardley name in the U.S.

BUILDING A SALES FORCE

Sony aims for a direct hit

It's no secret that Sony Corp. of America wants a "major" share of the paperless-office market. To get it, the company is changing the way it sells to that market with the introduction of its Typecorder (a first-of-its-kind, $1,400 portable word processor that stores up to 120 pages of material, has a video screen, records speech like a dictation machine, and also plugs into the telephone for communicating with the home office). For the first time ever, Sony is selling direct in some sales territories where independent dealers previously would have handled the new product; most of the territories are in the Chicago area and New England.

That still leaves most Typecorder sales in the hands of dealers, who number about 330 nationwide. Sony Office Products Div. vice president Bob Mariani confirms that his new direct sales force, now about 12 strong, will grow in numbers until the entire Typecorder effort is "in-house." He adds that when Sony brings out new office products "exploiting our video and data storage technology expertise," they, too, will be assigned to the new sales team. Meanwhile, the dealers are expected to continue selling the company's dictation equipment.

Why take the new sales away from the dealers? For one thing, the company will have greater control over field sales and have salespeople's undivided loyalty. For another, Mariani says, "The Typecorder is complex and requires much more product knowledge than our other less expensive, more conventional office products." The thinking is that Sony can now compete on a more equal footing with such office-products companies as IBM and Xerox that have long used direct sales forces.

Mariani: It takes a direct sales force to sell a complex product.

Who spends what on marketing

Industry	Marketing Spending As % of Sales 1980	1979	% Increase In Marketing Spending 1979–80
MANUFACTURING	**15.6%**	**15.0%**	**16.9%**
Nondurables	**17.0**	**16.5**	**14.4**
Food	7.4	7.4	13.5
Textiles	11.3	9.8	4.1
Paper	19.6	17.3	28.1
Printing & publishing	20.1	20.3	15.4
Chemicals	20.8	20.8	11.7
Durables	**12.9**	**12.1**	**25.1**
Nonelectrical machinery	16.8	16.1	27.7
Electrical & electronics	19.6	20.6	39.6
Transportation equipment	5.4	4.8	11.0
Instruments	14.8	15.3	26.1
Other[1]	**15.9**	**14.7**	**11.6**
SERVICES	**8.6%**	**8.0%**	**23.4%**
Transportation	9.7	9.7	40.0
Information	13.4	12.4	111.4
Miscellaneous[2]	8.5	7.8	21.5

Note: Companies' industry category based upon Standard Industrial Classification (SIC) code assigned to them by Securities & Exchange Commission.
[1]Primary and fabricated metals; stone, clay & glass, and miscellaneous.
[2]Communications, real estate, and educational.
Sources: Company annual reports, prospectuses.
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MARKETING BUDGETS

18% rise in outlays

Increased competition spurred companies to raise the critical marketing-as-percent-of-sales ratio from 14.6% in 1979 to 14.9% in 1980, according to an S&MM analysis of corporate annual reports and prospectuses that contained a separate line item for selling or marketing expenses. The higher ratio resulted from a faster increase in marketing spending, up 18.2%, than in sales, up 15.9%.

The chemicals industry

proved to be the most marketing-oriented one, with marketing soaking up 20.8% of sales revenues. That was the result of such promotion-minded companies as Warner Lambert, which allocated 30.6% of sales to marketing, and Colgate-Palmolive, 19.9%. Close behind was printing and publishing, 20.1%, paced by American Greetings' 28.1% marketing ratio.

The information-services industry, concerned with information storage and retrieval, posted the greatest increases in marketing spending as companies more than doubled their budgets, up 111.1%. The main reason: fledgling companies were intent on building up their sales and marketing staffs in anticipation of greater future revenues.

BUILDING A MARKET

Telephone discounters are calling

With the Federal Communications Commission (FCC) hellbent on promoting competition in long-distance rates, marketers of telephone services are girding for the same kind of discount warfare that racked the airline industry three years ago.

The FCC has for some time allowed private line carriers like MCI Corp. and SP Communications to undercut AT&T with networks linking only high-volume traffic between major cities. Now, entrepreneurs leasing their lines at bulk rates for resale, at lower charges, to business callers are multiplying almost like rabbits.

At press time, 33 fledgling phone discounters had been licensed by the FCC to lease

S&MM FOLLOW-UP

Is this any way to sell swimming-pool covers?

Among the responses to S&MM's Mar. 16 story about Ridge Tool's popular promotional calendar (page 8), is one from Lewis W. Cohen, president of Century Products, a Malden, MA, company that claims to make "the best pool covers on the market." Selling in a highly competitive industry which lends itself to scantily clad models relaxing at poolside, Cohen saw the need to make his trade ads stand out from the crowd. His solution is an austere dowager (known around the shop as Grandma Century) coupled with copy that is witty and persuasive. "We think we've found a better way," says Cohen modestly of his approach to the trade.

four-day meeting was accorded to Univ. of Southern California economics professor Arthur Laffer. He predicted that "the 1980s will be the golden age" of the U.S. economy.

SUPERMARKETS

How small retailers see scanning

"Most supermarket buyers buy the items they like, not items that move," Gene Clasen told independent retailers attending last month's National Assn. of Retail Grocers of the U.S. (NARGUS) scanning users' conference in Chicago. But, he noted, using checkout scanners can change that. Representing Howard's Supermarkets, Wichita, he explained that before installing scanners, "the only item-movement information we had came from the warehouse, and that meant nothing to us because we buy 60%–65% of our merchandise direct. Now, before buying any item, we get a report on its movement for the last quarter."

As of March, only 3,493 supermarkets, out of an estimated 131,300, were using scanners. Thus the percentage of "scanning stores" is still very small, although the rate of installations is increasing sharply. Indeed, the majority of those attending the conference were enthusiastic about the benefits of scanning.

Allan Kelly, president

MARKETS AT A GLANCE

Suburbs still the big draw

That nonmetro growth topped metro growth for the first time in memory may highlight a basic shift in lifestyles, but whether the transition is more deepseated than a temporary reaction against urban blight is too early to tell. "While an increasing proportion of the population chooses small communities," observes demographer Kevin F. McCarthy, The Rand Corp., "the fact that small communities are growing fastest in the most urbanized nonmetro areas suggests less a repudiation of urbanization *per se* than an expressed distaste for life in the large cities." However, preliminary data from the 1980 census disclose that the suburbs, the marketer's favorite selling turf, remained the fastest growing geographical unit in the 1970s, up 17.4%, vs. 15.1% for nonmetros and a fractional (0.6%) dip for central cities.

Geographical Unit	*1980 Pop.*	*1970 Pop.*	*Change, 1970–80 %*	*Number*
Metropolitan areas	164,237,547	150,076,799	+ 9.4%	+14,160,748
Central cities	66,365,557	66,740,658	– 0.6	– 375,101
Suburbs	97,871,990	83,336,141	+17.4	+14,535,849
Nonmetro areas	61,241,109	53,225,232	+15.1	+ 8,015,877

Source: Census Bureau.
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of Oakwood Markets, Kingsport, TN, told the conference that his first scanning benefit came at the "back door" when he gained greater control of direct store delivery. "I'm astounded at the number of items vendors brought in that they hadn't talked to anybody about," he says. Now an item must scan, meaning it has been approved by headquarters and its price is therefore filed in the computer, or it doesn't get onto the shelf. Other attendees reported that scanning permits them to achieve greater accuracy and productivity at checkout counters, and more efficient labor scheduling.

But because they are small, few independent retailers are able to use scanning data to make really sophisticated merchandising decisions, such as tracking the effects of promotions. And they agree that for them, using the scanning data for automatic reordering is "light years away."

COMPUTERS IN MARKETING

Easing a salesperson's burden

Chalk up another plus for computer-equipped salespeople: no bulky reports to tote on sales calls.

Since 1975, *Industrial Research & Development* magazine's most effective selling tool has been its annual report on the capital-equipment purchases of its readers. "It is the only information source on market composition for analytical and laboratory instruments as well as brand purchases," says John Kaiser, director of marketing services, Technical Publishing, the Dun & Bradstreet subsidiary (D&B) which publishes IR&D.

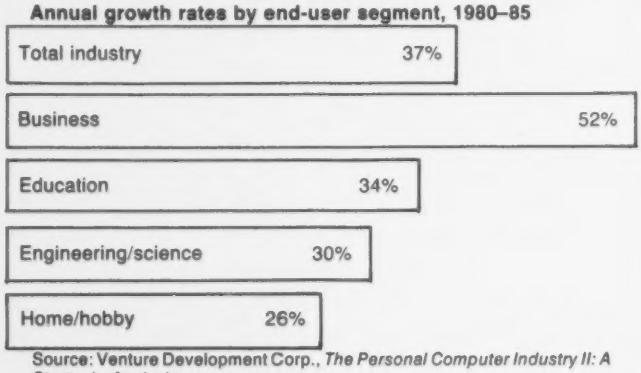
But using the report during a

S&MM SALESGRAPH

Computers: Getting personal

Fueled by technological advances and software improvement, shipments of personal computers (priced under $10,000) will mushroom from 391,600 units in 1980 to 1,908,000 in 1985, says Venture Development Corp. Growth will be lopsided, however, as the business segment will be the only one of four end-user markets to top the industry average. Sparking the business sector growth: greater availability of software that will make the machines easier to use over a wider range of functional areas, says Ray Boggs, a consultant with the Wellesley, MA, firm.

Annual growth rates by end-user segment, 1980–85



Source: Venture Development Corp., *The Personal Computer Industry II: A Strategic Analysis.*
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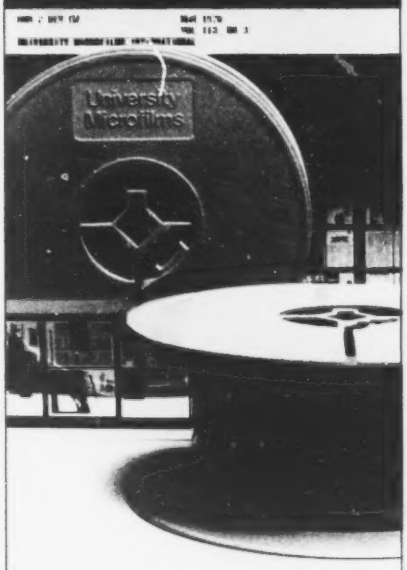

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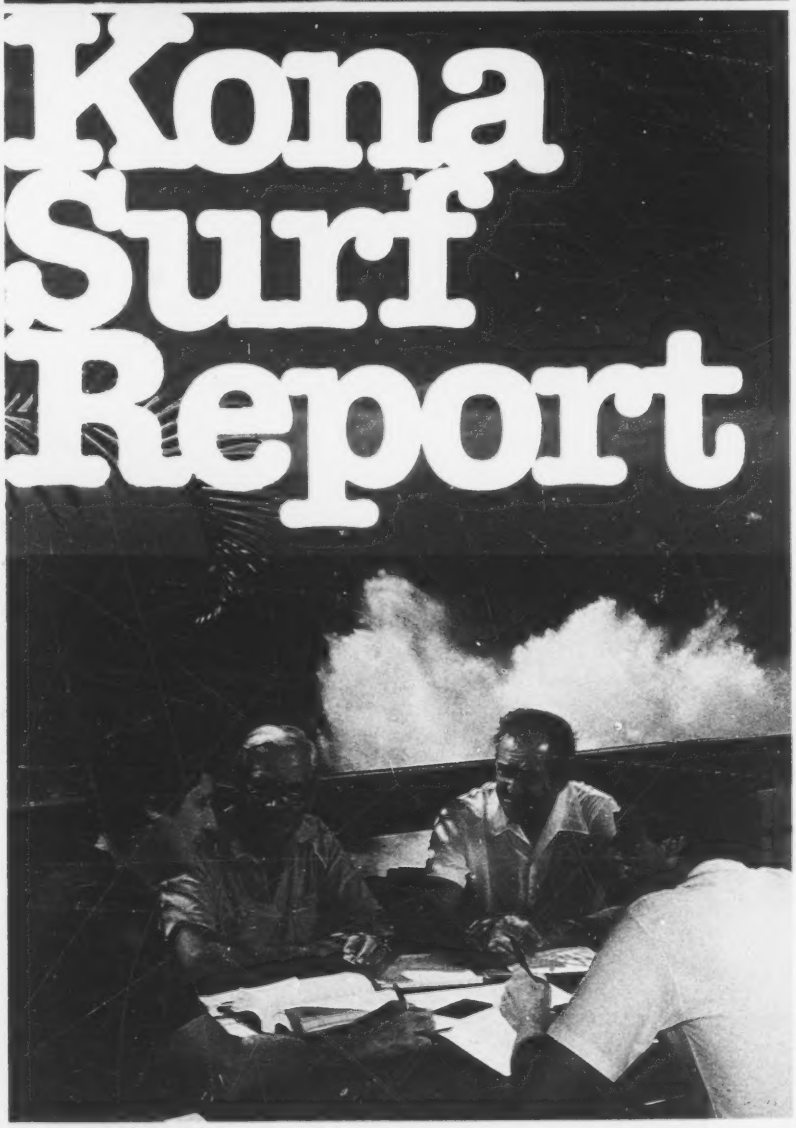

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sales call presented IR&D's nine salespeople with a problem: it is so massively detailed that finding an answer to a buyer's query could sometimes try the patience of salesperson and buyer alike. Also, its sheer weight (it equals in size and heft the federal government's annual budget document) made lugging it along on calls exhausting.

Six months ago, Technical Publishing and National CSS (a D&B computer-services subsidiary acquired recently so that D&B could put many of its data bases on line) developed a computer-based information system to make using the report considerably easier. Each salesperson now has a desk-top, portable terminal (weight: 12 lb., about half the weight of the report), which he uses to call a local phone number, plug into IR&D's data base, and pull out any information the prospect is interested in.

When a prospect wants to know about a specific product activity, the salesperson, in rapid succession, produces printouts that itemize: (1) brand purchases by units, dollars, and market-share; (2) purchases by two-digit Standard Industrial Classification industry; and (3) purchases by geographical area.

The key to the system, Pat Yanahan, Technical's research analyst, explains, lies in the software. "We designed the program," he says, "so that salespeople with no computer experience could get the data they want with plain English instructions." He estimates it takes a salesperson four hours to learn how to operate the terminals (Texas Instruments' Silent 700 series).

"Instead of having to search through several hundred pages to find an answer to a buyer query," Kaiser notes, "the salesperson just keys in a few words and has a printout in seconds. Furthermore, he can manipulate the data if necessary, something he couldn't do with a printed report." The buyer benefits from an instant data source that enables him to pinpoint the identity and loca-

tion of his best markets, spot product trends he can exploit, and analyze brand market-share patterns.

The terminals cost $2,200, but IR&D leases them for $130 a month. "Technology changes so rapidly, we're better protected by leasing instead of buying," Kaiser says.

While the information is developed from a reader survey, Yanahan believes it's representative of the real market because "the distribution of our readers tallies pretty closely with the allocation pattern of the National Science Foundation's R&D grants."

ENERGY

A fired-up market for fuel savings

Some drivers resort to almost anything to get better gasoline mileage. They use fuel detergents or "wonder" additives. Others even use magnets, believing that they help gas mileage because they pull charged particles to one side of the fuel line. Donald MacDonald, sales vice president for North American Combustion Technology Corp. (COMTEC), bets that they'll soon flock to his alternative: Propel, a patented, proven fuel additive that cuts gas mileage 11%–14% by extending the firing time during each piston stroke in a car's engine.

MacDonald is so sure, that he and some associates have formed COMTEC specifically to market the product, which Rolfite Co., the patent holder, limited to industrial use. Says MacDonald, "We're positioning this as the kind of consumer product you'd pick up at the supermarket with toothpaste."

Thus during the test phase, which started last month, MacDonald and his two sales managers, who use independent reps, are concentrating on placing Propel (retail price: around $1) in supermarket and drug chains as well as in such mass merchandisers as K mart. Co-op newspaper ads emphasize EPA-certified tests the product has passed. When Propel goes national this summer, the company will begin a TV network campaign, which will probably be limited in scope unless the product really takes off. As for now, one of the company's major sales boosters: predictions of $2-a-gallon gas by 1982.

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Xerox Learning Systems
One Pickwick Plaza
Greenwich, CT 06830

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☐ I prefer a written briefing.

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Company_____ Size of sales force_____

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Once relegated to collecting dust, the marketing plan, says the Conference Board, is used increasingly to make the future more manageable—and more profitable.

Plan or perish

Because marketers must anticipate the future, there's hardly one who belittles the importance of marketing planning. But the planning commitment spans a broad spectrum of practices. The term is commonly used to describe everything from formal, detailed documents that tie in marketing with overall company business strategies to a few numbers embellishing the annual sales forecast.

However, as a soon-to-be-released Conference Board report, *The Marketing Plan*, stresses, the trend is toward the formal, written plan that touches on sales, distribution, advertising, and promotion.

Understandably, the focus of marketing plans differs from company to company. Among consumer-products manufacturers, there is most likely a separate marketing plan for each major product. Industrial-products makers and service firms, in contrast, use the marketing plan as part of broader business or strategic plans.

David Hopkins, author of the report, which is based on interviews with 267 companies in the last half of 1980, notes that the most significant finding is "the widespread insistence of general management that marketers' planning labors be truly consistent and coordinated with the formulation of broader-based business and strategic plans within the company."

Consequently, marketing plans take their cue from formal business or strategic planning documents in two-thirds of service concerns and slightly less of consumer and industrial products companies. While the impact of strategic direction on marketing planning can vary from heavy to light, Hopkins observes that the more common situation is "one where there is considerable give-and-take between marketing planners and others in a cooperative environment."

This means there is less chance of bulky plans gathering dust on a shelf. "We do not develop marketing plans that stand alone," says the business research director of a large metals company. "They are an integral part of both the long-range plan and the annual plan."

In many cases, there is a growing interdependence between the marketing plan and the numbers crunched out by the corporate staff. "The marketing plans of our various business units are developed from our five-year strategic plans," says a marketing executive of a sporting-goods producer. "The business unit is required to include in its strategic plan major marketing strategies and action plans devised to achieve the goals and market-share objectives."

When it comes to pinpointing marketing objectives, profit margins are the topmost concern at both consumer- and industrial-products companies, while field sales effort enjoys the same preeminence among services.

Among the elements that go into the marketing plan, market share is a near-universal favorite, ranking first among consumer products and services, second for industrial products. A basic reason for

this popularity is the work done by Strategic Planning Institute (SPI), a Boston research organization with a data base of over 1,700 products and services contributed by its more than 200 member companies. SPI's studies, known under the acronym PIMS (Profit Impact of Market Strategies), show that share-of-market is one of the two most powerful influences on return-on-investment because of advantages that accrue from such factors as greater bargaining power in setting prices and buying supplies.

A joint study by SPI and Cahners Publishing, Boston, focussing on 73 business lines of 25 industrial-product companies, demonstrates "beyond a reasonable doubt that brand awareness and market share are tightly interconnected," says SPI head Sidney Schoeffler. "Knowledge of the connection can help management set goals, and plan against unrealistic, over-ambitious, or over-timid marketing tactics."

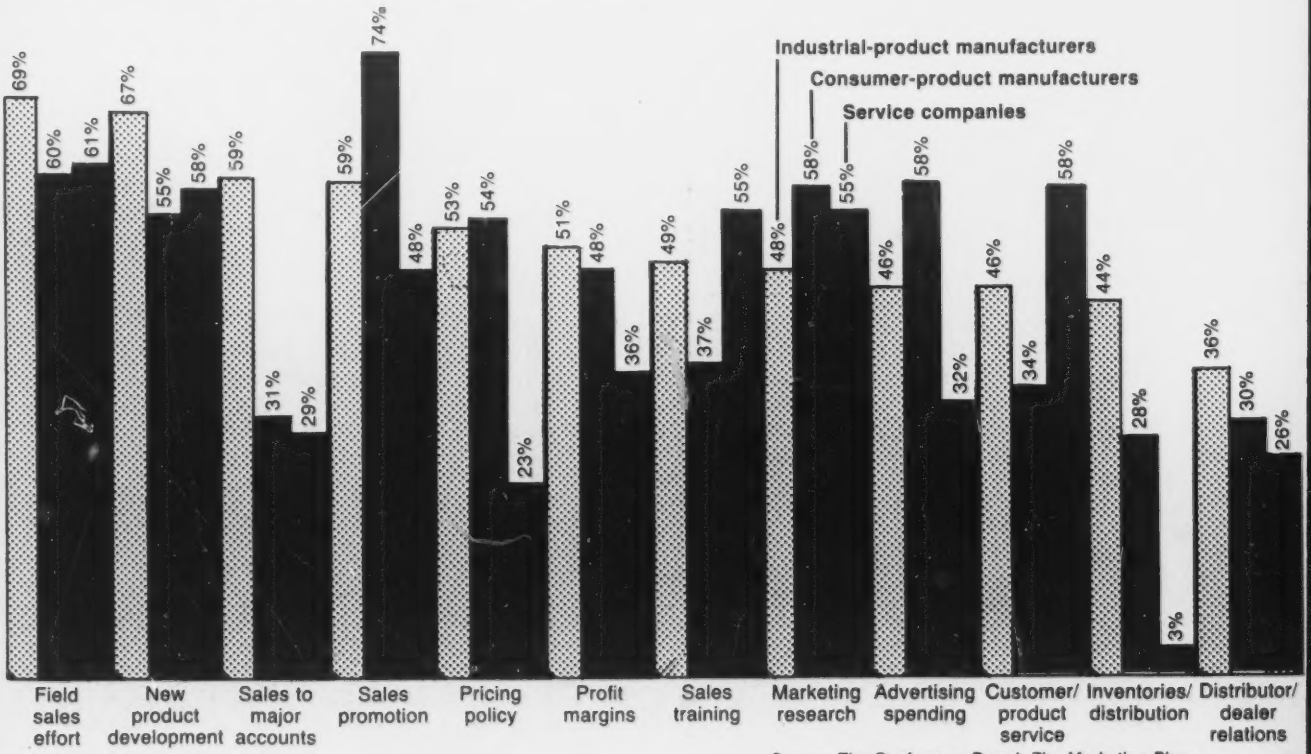
Ironically, while more demands seem to be placed on marketing plans, the Conference Board notes a strong tendency by senior managers to insist on shorter, easier-to-read plans without voluminous detail that "overshadow general strategic considerations." "Marketing planners in a number of companies have been warned," says Hopkins, "that the plan is intended to focus on the main issues and proposals, so as to ensure that it will not be tossed into a file drawer, but, instead, be carefully read, noted, and acted upon."

Be they long or short, there's no doubt about the payoff on the bottom line marketing plans help produce. The marketing vice president of a housewares manufacturer recalls that "Prior to the early 1970s, our annual marketing plan consisted only of a sales forecast by item, a sales promotion schedule, and an advertising and merchandising budget. Each year since then, our marketing plans have become more detailed. The plan is now a living document which we work against, and we believe it results in better marketing and sales performance."

Action programs for implementing marketing plans

The critical role played by the sales force in converting marketing goals into results is underscored by the high ranking given field sales effort in marketing action programs. Shown here are the marketing functions through which strategies will be implemented to reach predetermined objectives. Figures indicate the percentage of companies that include the function in their action programs. Not all functions are shown here.

% of plans with specific statement about each function



Source: The Conference Board, *The Marketing Plan.*
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AN S&MM SPECIAL SECTION
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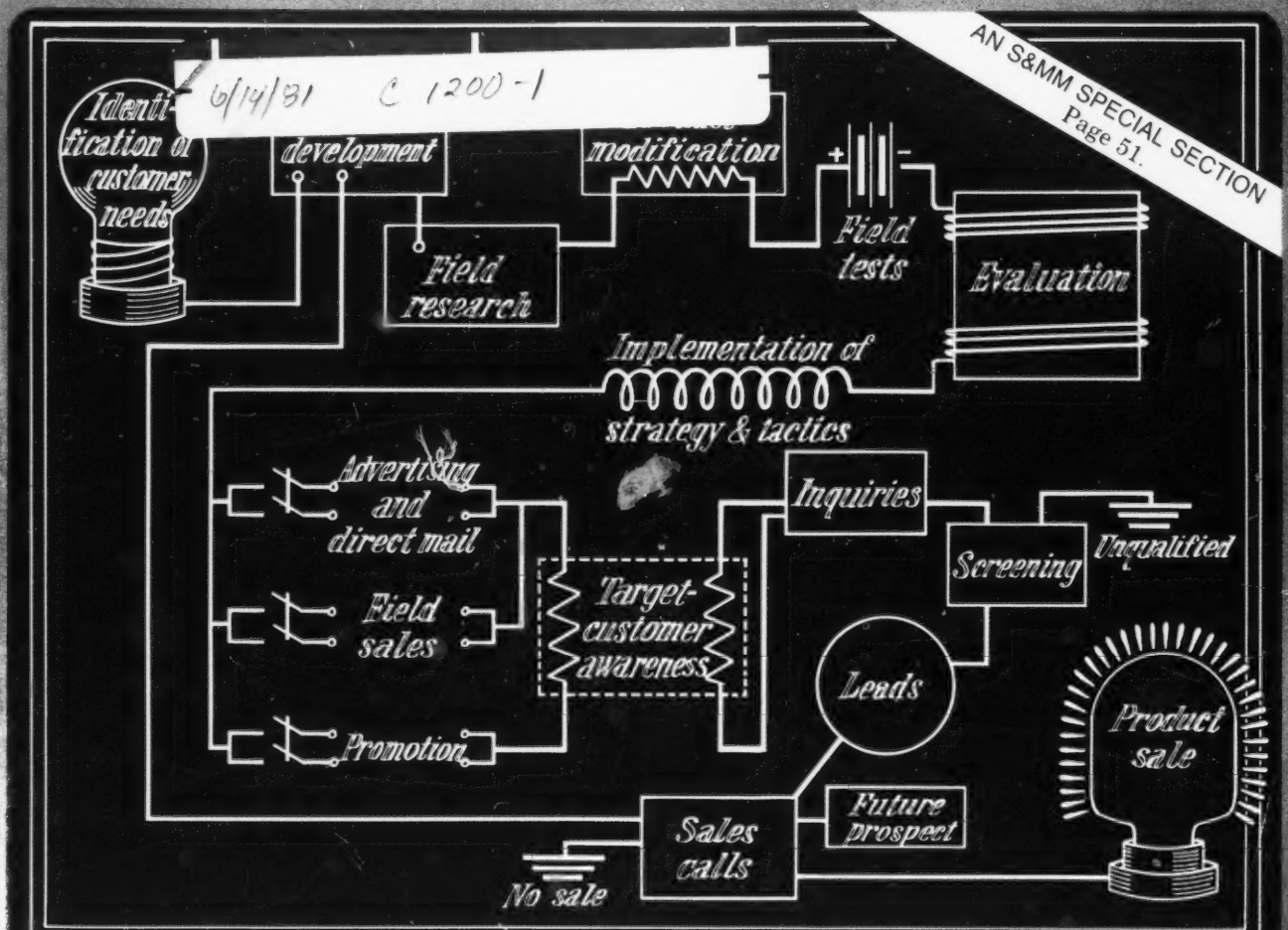

INDUSTRIAL ADS KEEP THE SALES CURRENT FLOWING

Strategies for today's marketplace: **A raging 'rep'idemic** Page 33.

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What's Coming Up

Keep on truckin'. The new trucking industry deregulation law is altering the way freight haulers do business. They're busy (1) cutting rates, (2) establishing new routes, and (3) waiting for a major shake-out. July 6.

An S&MM Special Section: Cooperative Advertising. One healthy sign for co-op is that it is getting more attention from grocery-products and health-and-beauty-aid marketers. Included: An S&MM Executive Roundtable. July 6.

1981 Survey of Buying Power. Featured is the federal government's newly defined list of U.S. metropolitan areas, along with their demographic and socioeconomic details. Also, updated population and household data from the 1980 census. July 27.

Exxon Office Systems. The big oil marketer is blending its office-equipment ventures into one unit. But is it too late? Aug. 17.

Gillette. New products, led by Silkience shampoo and conditioner and Dry Idea deodorant, are turning the once-stagnant Personal Care Div. into a major source of Gillette's profit gains. Aug. 17.

VOL. 126, NO. 8

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ABP BPA ABC

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for the company's 225 salespeople to use when selling to all outlets, including mass merchandisers and drug and department stores.

SALES PROMOTIONS

Metrics anyone?

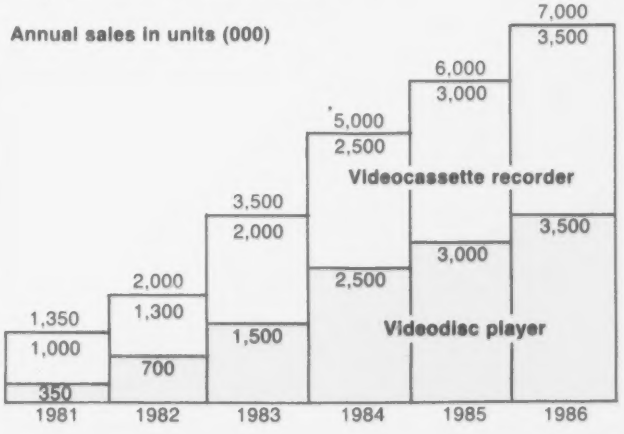
Based on a survey of purchasing managers they did with *Purchasing* magazine, executives at Holo-Krome, W. Hartford, CT, estimate that about 20% of industrial products manufactured in the U.S. in the next two years will use metric measurements. Ray Van Horn, general sales manager, explains: "Many international companies are standardizing their plants so they can move machinery and tools easily from country to country. Also, such industries as textiles have been importing more machinery that use metrics."

Holo-Krome, a marketer of traditional and metric industrial fasteners (for example, screws, pins, and collars), is running promotions with both its end-user customers and its 400 industrial distributors to be sure it latches on to more of the metrics fastener market. Ads appearing in *Purchasing* offer readers a $20 Metricheck gauge kit, which helps users find metric sizes for fasteners on equipment merely by threading a standard gauge into the screw hole. Order forms go directly to Holo-Krome, which has distributors hand-deliver the kit to the newly identified metrics user. Van Horn notes that the company is also offering Nikon 35 mm cameras to distributors who sell between $3,000 and $10,000 in metrics fasteners by Sept. 15. "Metrics will soon be a major factor in the marketplace," he says, adding, "We intend to grow with it."

S&MM SALESGRAPH

Videodiscs at blastoff stage

A ten-fold increase in sales of videodisc players between 1981 and 1986 is predicted in a new market study by Theodore W. Anderson, Argus Research Corp., New York City, an investment advisory firm. One of the more knowledgeable industry analysts, Anderson sees videodiscs in 14% of TV homes by 1986, videocassette players in 18%. RCA's spiral-grooved capacitance system is projected to grab 60% of the market, vs. Philips's optical laser-based 30% and Matsushita's late-starting grooveless capacitance 10%. Helping RCA, Anderson says: "Marketing power, cheaper prices, simpler working parts, and more software."



Source: Argus Research Corp., *Home Video: The Expanding Market for the Newest Consumer Entertainment Products.* Reprinted by permission. Reproduction prohibited
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SELLING TO THE GOV'T.

Naming names

As the Reagan Administration cuts back on government publications and publicity, the importance of privately published guides to selling to the federal government will grow. A recent entrant to the field is Danbury Press, Suffern, NY, which has come out with a directory that lists over 1,000 federal employees who specialize in making sure that small and minority businesses get their share of federal purchases.

Says Danbury Press publisher Eli Chappe, "They negotiate 'set asides' for small businesses and sit in when decisions are made about what portions of major contracts can be subcontracted to small businesses. They're essential to small businessmen."

Danbury Press's *Small-Business Directory of Government*

SUPERMARKETS

Consumers fight back

With the average price of a supermarket item up to $1.17 in 1980, vs. 1979's 94¢, consumers are buying more carefully. They're also rejecting both unsatisfactory products and the stores that sell them. That was the message for the 15,000 attendees, mainly manufacturers, wholesalers, and retailers, at last month's Food Marketing Institute (FMI) convention in Dallas. Among the findings of a recent Harris poll, the tenth conducted for FMI, of consumer attitudes: When shoppers are dissatisfied with a purchase, 57% return the item for a refund or exchange, 41% complain personally to the store manager, and 34% go so far as to switch to another chain.

Meanwhile, FMI's own surveys show that the average number of items carried in a supermarket fell considerably, to 11,021 in 1980 from 12,745 in 1979. FMI suggests two possible causes: (1) The increase in

MARKETS AT A GLANCE

Major metros: Ups and downs

The growth rate of the 32 major metro markets (one million or more population) slowed rapidly in the 1970s, plunging to 6.7% from 18.2% a decade earlier. However, preliminary data from the 1980 census reveal it was the biggest metros that suffered the most. Markets with 1.0–2.5 million expanded 2½ times faster than markets with 2.5 million or more and, in fact, eclipsed the all-U. S. 10.9% growth rate. Regional patterns were remarkably dissimilar. Both size categories lost population in the Northeast while in the Midwest the largest markets had a slight loss and the smaller ones a modest gain. The largest metros grew considerably faster than smaller metros in the South, but the opposite pattern prevailed in the West.

Metro area by size	*1980 (000)*	*1970 (000)*	*% Change 1970–80*	*1960–70*
U.S.				
2.5 mil. plus	68,130	65,218	+ 4.5%	+ 18.2%
1.0–2.5 mil.	32,044	28,624	+ 11.9	+ 18.4
Northeast				
2.5 mil. plus	24,579	25,750	– 4.5	+ 10.7
1.0–2.5 mil.	3,502	3,751	– 6.6	+ 1.0
Midwest				
2.5 mil. plus	15,132	15,277	– 0.9	+ 11.9
1.0–2.5 mil.	10,979	10,716	+ 2.4	+ 15.2
South				
2.5 mil. plus	12,134	9,784	+ 24.0	+ 39.2
1.0–2.5 mil.	8,245	6,941	+ 18.8	+ 22.7
West				
2.5 mil. plus	16,284	14,407	+ 13.0	+ 28.1
1.0–2.5 mil.	9,318	7,216	+ 29.1	+ 31.0

Source: Census Bureau, Population Div.
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How would you approach this prospect?

Can you or your salespeople "hear" and "speak" body language? If not, you are *losing sales.* Now there's a complete audio-visual course that teaches the principles of *nonverbal communication* together with professional selling skills. It is called The Languages of Selling™. It's so powerful a tool that it can *double* or *triple* your sales! For the first time, your salespeople can learn the key gestures, movements and facial expressions in common selling situations and what they mean to their selling strategy. What's more important, how to enhance their verbal sales presentations with powerful nonverbal messages.

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warehouse stores, which carry fewer items than the conventional supermarket. (2) The high cost of money, making it necessary for retailers to drop slow movers.

The competition for shelf space and consumer attention, two other burning issues for marketers, was evident at the convention itself. Exhibits were mostly about promotions, not new products, because "that's where the action is at the store level," said Jack M. Murphy, a supervisor with Kraft's Retail Food Group. The convention this year had more traffic builders—contests, magic acts, robots handing out samples—although there was noticeably less traffic. And everywhere sales-hungry exhibitors asked potential customers the same question: "How many stores do you have?"

SELLING ABROAD

Washington gets its WITS together

Whenever Dan Warn, of Warn Industries, Inc., targets another possible new country abroad for his products, one of his first moves is to contact the Commerce Dept.'s Seattle office. "I never fail to come away without the names of four or five potential distributors," says the Seattle manufacturer of two- and four-wheel automotive drive parts. "It saves me all sorts of time."

Warn uses the Commerce Dept.'s Worldwide Information and Trade System—WITS. So does a mounting number of other exporters; so many, in fact, that the department now rates WITS as a success, after a false start of sizzling promises but

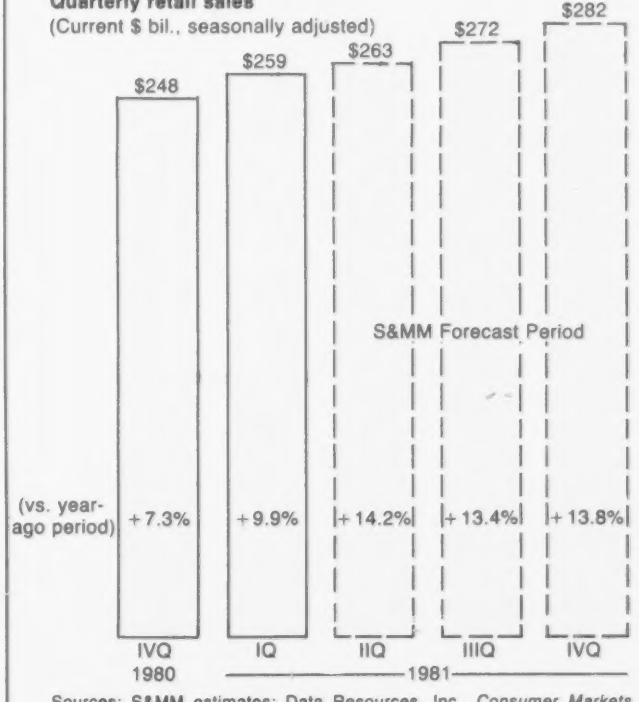
S&MM BAROMETER

Sunnier retail sales

Outlook for retail sales is brighter due to less-than-expected inflation and better-than-expected employment and income gains. As a result, consumer expectations, in both the Conference Board and Survey Research Center polls, are up sharply. S&MM now looks for a 12.8% lift in retail sales, to $1,076 billion, this year vs. 1980.

Yet slack consumer buying from February through April has raised concerns. Martin Duffy, vice president, Data Resources, Inc.'s consumer research division, thinks the "margins for continued growth are narrower as savings are very low and employment growth appears to be slackening." But Economic Analysis Associates' Susan M. Sterne sees the letdown as "a pause which reestablished the consumer's ability to continue spending." For those who look for historical portents, Goldman Sachs economist Gary Wenglowski notes it took real retail sales two years to regain their former peak after the 1973–74 downturn "whereas, currently, they've come close to doing that in only 12 months."

Quarterly retail sales
(Current $ bil., seasonally adjusted)



Sources: S&MM estimates; Data Resources, Inc., *Consumer Markets Service*; Goldman Sachs, *The Pocket Chartroom*.
© Sales & Marketing Management.

fizzling performance. Although it is still officially in its pilot phase, the computerized market data service is now available at 17 of the department's 44 field offices nationwide. And it has the blessings of President Reagan's budget people.

For $2 per minute of computer time, an exporter can obtain a printout from any of eight export data banks, called "files." The three that are most potentially rewarding are lists covering nine different markets* of: (1) foreign customers for his product; (2) specific leads from interested buyers abroad; and (3) the identity of freight fowarders and other overseas services of interest.

**Now in the system are Brazil, France, Hong Kong, Japan, Mexico, Nigeria, Singapore, Saudi Arabia, and Great Britain. Six countries will be added this year.*

Exporters get the precise data they want by keying in their product's Standard Industrial Classification number (SIC). Each overseas company's entry includes the identity of its owners, the product lines it is interested in, and the number of its employees. For another $40, the exporter can get an instant credit report on most of the companies cited in the computer's printouts. Other files within WITS are: (4) U.S. exporters by product; (5) country-by-country import statistics; (6) upcoming U.S. government export promotions; (7) U.S. export assistance programs; and, (8) for foreign users, product sales leads from U.S. importers.

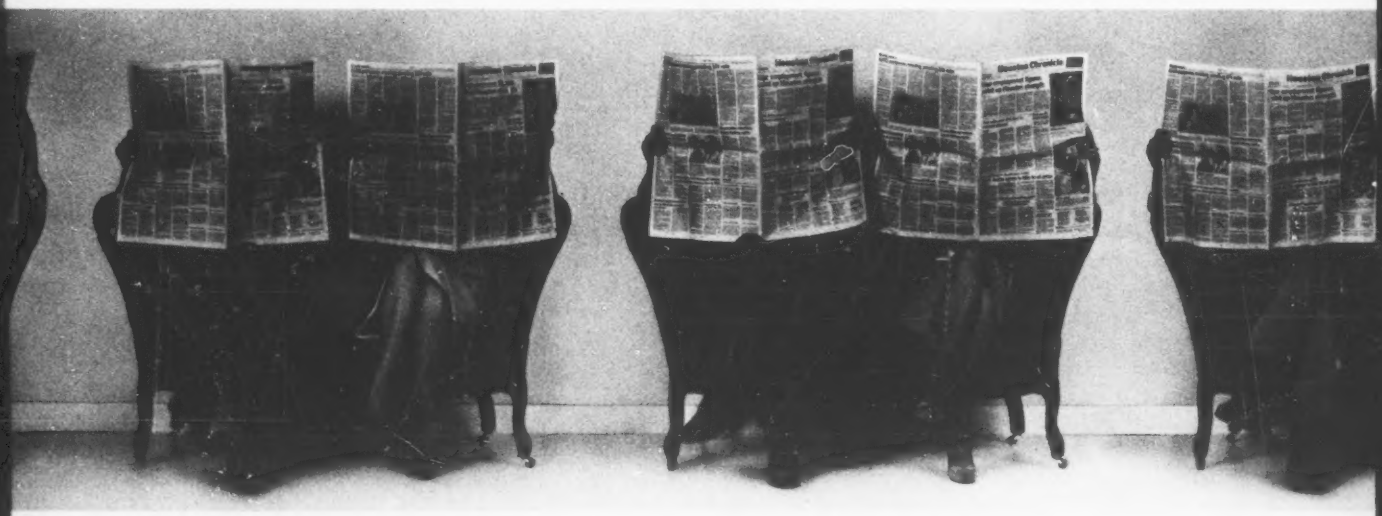
(For a list of Commerce Dept. field offices now offering the WITS program, telephone 202-377-1565.)

COMPENSATION

The higher cost of relocating salespeople

Transferring a salesperson from Dallas to Boston could mean a 30% upward revision in his salary if you, as many now do, include living costs adjustments in your compensation plan. That's the size of the spread in family expenses between the two markets in 1980, revealed in the latest Bureau of Labor Statistics (BLS) report on urban family costs.

The biggest increases in family costs occurred in Baltimore, 15.1%, and San Francisco–Oakland, 15.0%. The smallest



DAILY READERSHIP: $35,000+ HOUSEHOLD INCOME Total Chronicle: 184,000 or 66% Source: Scarborough Report, 1980

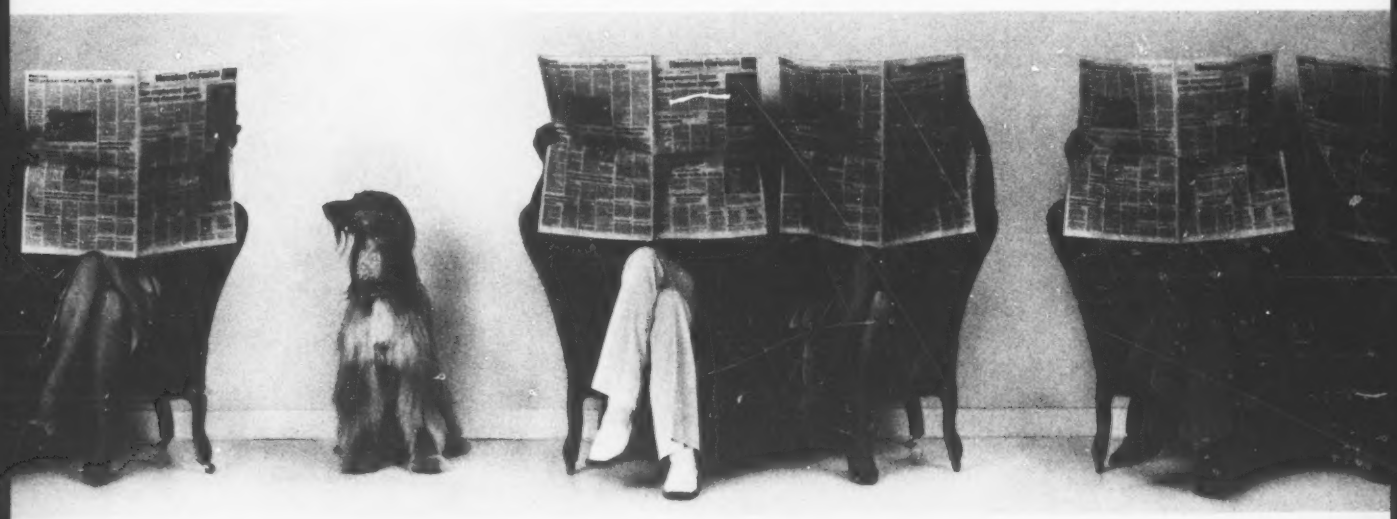
Reads Chronicle only: 42%

increase, 6.3%, was in Anchorage; nevertheless, it is still the costliest of the 25 markets BLS tracks.

BLS estimates three types of budgets—lower, intermediate, and higher—for a family of four consisting of a working husband, nonworking wife, and two children. Companies use the intermediate budget (see accompanying table) for making living costs adjustments because it is representative of the general population. ■

Metro Market	Family Budget Level 1980	Index U.S. = 100	% Increase In Budget 1979–80
U.S.	**$23,134**	**100**	**12.8%**
Metro areas	23,597	102	12.7
Nonmetro areas	21,070	91	13.0
Northeast			
Boston	27,029	117	10.9
Buffalo	23,995	104	10.0
New York	26,749	116	12.1
Philadelphia	24,364	105	13.7
Pittsburgh	22,492	97	13.1
Nonmetro	23,319	101	12.5
Midwest			
Chicago	23,387	101	13.7
Cincinnati	22,681	98	11.8
Cleveland	23,429	101	12.3
Detroit	23,168	100	11.3
Kansas City	22,504	97	14.7
Milwaukee	24,028	104	12.3
Minneapolis–St. Paul	23,630	102	10.3
St. Louis	$22,248	96	11.4%
Nonmetro	21,288	92	12.8
South			
Atlanta	21,131	91	12.3
Baltimore	23,389	101	15.1
Dallas	20,766	90	13.5
Houston	21,572	93	13.4
Washington, DC	25,203	109	13.5
Nonmetro	19,769	85	13.3
West			
Anchorage	29,682	128	6.3
Denver	22,813	99	11.5
Honolulu	28,498	123	10.5
Los Angeles–Long Beach	22,500	97	13.2
San Diego	22,727	98	13.1
San Francisco–Oakland	24,704	107	15.0
Seattle–Everett	23,392	101	12.9
Nonmetro	21,933	95	13.4

Sources: S&MM calculations; Bureau of Labor Statistics, *Autumn 1980 Urban Family Budgets, USDL 81-195.*
■ Sales & Marketing Management.



In Houston, there are still some members of affluent households who don't read The Chronicle.

Both Houston newspapers cost about the same.

But among adult newspaper readers in households earning $35,000 or more, roughly two-thirds choose The Chronicle. That's 184,000 on weekdays. And 213,000 on Sundays.

In fact, The Chronicle leads the entire Southwest in total readership, as well as circulation and ad linage.

So to reach a better audience in Houston, you can't do better than The Chronicle.

For more information, call our national representative, Sawyer Ferguson Walker.

Houston Chronicle

Reads both: 24%

Reads other paper only: 34%

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S&MM digs into the latest figures and finds that independent reps are raising sales faster than manufacturers' own branches. All in the name of cutting costs.

A raging 'rep'idemic

By THAYER C. TAYLOR
Senior Editor/Management Sciences

Manufacturers' reps are cashing in on marketers' frantic search for low-cost alternative selling channels. An S&MM analysis of new reports from the 1977 *Census of Wholesale Trade* reveals that, in the 1972–77 period, the reps more than doubled their sales (+107%) vs. a more modest 77% increase by manufacturers' sales branches. What's more, the reps chalked up bigger increases than the sales branches in 11 of the 15 industries identified in the census reports.

S&MM's analysis also discloses:

♦ Sales productivity (as measured by sales-per-salesperson) in the branches improved handsomely.

♦ Reps are latching on to rapidly growing industrial markets in the South and West.

Significantly, the reps made strong gains in areas outside their traditional hard-goods base. In fact, they posted their biggest gains in nondurable goods, an industry sector that traditionally makes little use of them. (For example, reps' sales volume is equivalent to only 5% of the dollar business handled by the branches.)

In the 1972–77 period, reps handling nondurables increased their sales 142%, vs. an 86% gain by the branches. In the food-broker-dominated groceries field, reps more than

Regional profile of field selling operations

Geographic Region	Manufacturers' Sales Branches —Establishments— 1977	Manufacturers' Agents —Establishments— 1977	% Change, 1972–77 Sales Branches	% Change, 1972–77 Agents	Sales Per Establishment Sales Branches —1977— ($000)	Sales Per Establishment Agents —1977— ($000)
New England	1,801	1,179	– 6.2%	+18.4%	$11,716	$2,212
Mideast	6,632	4,443	– 8.6	+18.7	15,630	2,390
Great Lakes	7,636	4,479	–19.1	+15.9	13,661	2,796
Plains	3,889	1,686	–35.6	+20.8	9,085	1,985
Southeast	8,310	3,286	– 8.7	+24.7	10,508	2,291
Southwest	4,602	1,715	–10.6	+30.6	8,781	2,350
Rocky Mountain	1,579	600	–13.1	+36.7	5,751	1,609
Far West	6,074	2,591	– 6.3	+21.0	9,376	2,379
U.S.	**40,521**	**19,979**	**–14.1%**	**+20.9%**	**$11,318**	**$2,392**

Sources: S&MM calculations; Census Bureau, *1977 Census of Wholesale Trade: Geographic Area Series, WC77-A-1 to -52.*
[c] Sales & Marketing Management.

> ***'Reps are motivated by their investment and know the marketplace better than anyone. Because of this, they tend to be more aggressive and motivated to a higher sales performance than company-owned and -operated branches.'***
>
> —Gary Holland
> President
> CPT Corp.

quintupled their sales as manufacturers' sales offices made do with a much smaller (92%) gain.

The reps also did considerably better than the branches in their traditional stronghold, the durable-goods sector. By practically doubling sales, compared to a 70% increase by the branches, they raised their business volume to approximately 15% of the branches' level.

Some of the industries where reps are a strong factor: hardware, plumbing, and heating, where their sales equal 74% of the branches' volume; furniture and home furnishings, 45%; and electrical goods, 38%.

Manufacturers are turning to reps, according to Gary Holland, president of CPT Corp., a Minneapolis word-processing outfit, because the reps "are motivated by their investment and know the marketplace better than anyone. Because of this, they tend to be more aggressive and motivated to a higher sales performance than company-owned and -operated branches."

Manufacturers' salespeople, however, were no slouches in boosting their productivity during the five-year period. S&MM's analysis shows that durable-goods marketers pruned their sales forces 4% but enjoyed a hefty 77% jump

How reps stack up against sales branches

Industry	Mfrs. Sales Branches Establishments	Mfrs. Sales Branches Sales ($ Mil.)	Mfrs. Agents Establishments	Mfrs. Agents Sales ($ Mil)	Agents' % Equivalent of Branch Sales	% Change in Sales 1972–77 Sales Branches	% Change in Sales 1972–77 Mfrs. Agents
Total	**40,521**	**$451,855**	**19,979**	**$48,369**	**11%**	**+ 77%**	**+107%**
Durable goods	**20,975**	**$257,237**	**16,502**	**$37,845**	**15%**	**+ 70%**	**+ 99%**
Motor vehicles, automotive parts	1,921	86,174	845	3,465	4	+ 73	+109
Furniture, home furnishings	924	6,899	1,399	3,109	45	+105	+129
Lumber	2,075	16,177	726	1,637	10	+ 79	+ 25
Sporting, recreational, hobby goods	317	6,150	690	2,055	33	+ 42	+ 73
Metals, minerals (except petroleum)	1,531	39,630	748	2,162	5	+ 65	+109
Electrical goods	3,317	27,452	4,056	10,308	38	+ 12	+100
Hardware, plumbing, heating	1,026	5,903	2,088	4,374	74	+115	+ 89
Machinery	9,547	66,162	5,372	9,846	15	+110	+110
Miscellaneous	317	2,689	578	890	33	+ 39	+207
Nondurable goods	**19,546**	**$194,618**	**3,477**	**$10,524**	**5%**	**+ 86%**	**+142%**
Paper	2,000	15,532	324	878	6	+106	+ 55
Drugs	453	8,423	177	693	8	+ 53	+ 25
Apparel	933	14,846	1,253	3,484	23	+ 49	+161
Groceries	4,157	41,630	304	1,808	4	+ 92	+660
Chemicals	1,789	39,493	510	1,422	4	+106	+131
Petroleum	6,368	55,491	23	49	[1]	+101	+880
Beer, wine, alcoholic beverages	217	4,016	31	113	3	– 3	+242
Miscellaneous	3,629	15,188	855	2,077	14	+ 69	+107

[1]Less than 1%.
Sources: S&MM calculations; Census Bureau, 1977 *Census of Wholesale Trade: Subject Series: Miscellaneous, WC77-S-3.*
[s] Sales & Marketing Management.

in sales-per-salesperson. Similarly, there was a 5% cut in the number of salespeople selling nondurables, but productivity in this segment still soared, by 97%.

Some almost took a meat axe to their sales forces. The drug industry slashed sales personnel 40%, partly in response to widespread customer use of computerized terminals that automatically generate sales orders when stocks fall to a certain level. Also, marketers of sporting, recreational, and hobby goods dropped more than half of their salespeople. Yet salesperson productivity jumped 157% in the drug industry, 198% in the sporting-goods industry. Indeed, while 10 of the 14 industries reported on in the census reports cut back on sales personnel, all profited from sales productivity gains. Such gains ranged from the sporting goods' 198% to 20% in the beer, wine, and alcoholic beverages industry.

Of course, much of the dollar increase stemmed from inflation. Producer prices in the hardware industry, for instance, rose 54% in the 1972–77 period. Thus the industry's 115% sales gain, when deflated, is translated into a 39% increment in real dollars.

Geographically, reps rode the industrialization boom in the South and West. They scored their biggest sales increases in the Southwest, +125%, and Southeast, +120%. Their business more than doubled in the Far West, +114%, Rocky Mountain, +113%, and Great Lakes, +108%. Sales branches also chalked up their best results west of the Mississippi. Their greatest sales increases were in the Southwest, +116%, and Rocky Mountain, +100%.

As manufacturers gave more of their business to reps, they reduced the number of sales branches in a wholesale fashion. All eight geographic regions had fewer sales branches in 1977 than five years earlier. In sharp contrast, the number of independent rep firms grew in all eight regions.

An especially fascinating insight unearthed by the census people (the wholesale trade activity is studied every five years), is a breakdown of the branches' sales forces by outside and inside (mostly telephone) salespeople. One-fifth of the durable-goods salespeople work inside, compared to roughly one-seventh in the nondurables. The heaviest users of telephone salespeople are metals and minerals, where inside personnel make up 36% of the sales force; apparel and lumber, 27% each; and motor vehicles and automotive parts, 24%.

Only one of the four heavy users of inside people, metals and minerals, benefitted from an above-average gain in sales productivity.

Which may say something about the importance of face-to-face contact in industrial selling.

Productivity is up in the sales branches

Industry	Total Sales-people 1977	% Inside Sales-people	Sales Per Sales-person ($000)	% Change, 1972–77 Total Sales-people	% Change, 1972–77 Sales Per Sales-person
Total	**330,285**	**17%**	**$1,368**	**−20%**	**+120%**
Durable goods	**181,070**	**20%**	**$1,421**	**− 4%**	**+ 77%**
Motor vehicles, automotive parts	18,122	24	4,755	−14	+102
Furniture, home furnishings	5,877	12	1,174	− 6	+118
Lumber	11,266	27	1,436	− 8	+ 95
Sporting, recreational, hobby goods	4,330	13	1,420	−52	+198
Metals, minerals (except petroleum)	8,566	36	4,626	−30	+135
Electrical goods	27,310	19	1,005	NA	NA
Hardware, plumbing, heating	5,999	15	984	+11	+ 93
Machinery	97,702	17	677	+14	+ 85
Miscellaneous	1,898	33	1,417	NA	NA
Nondurable goods	**149,215**	**14%**	**$1,304**	**− 5%**	**+ 97%**
Paper	18,509	13	839	+ 9	+ 90
Drugs	8,045	11	1,047	−40	+157
Apparel	8,943	27	1,660	−21	+ 88
Groceries	57,914	9	719	− 6	+105
Chemicals	23,352	13	1,691	+10	+ 86
Petroleum	8,338	15	6,655	NA	NA
Beer, wine, alcoholic beverages	4,771	8	842	−19	+ 20
Miscellaneous	19,343	30	785	NA	NA

Note: The % change for the "Total" line should fall between those for durable and nondurable goods categories. It does not do so because of the industries for which there was insufficient data in the 1972 census.
NA—Not available due to insufficient coverage in 1972 census.
Sources: S&MM calculations; Census Bureau, *1977 Census of Wholesale Trade: Subject Series: Miscellaneous, WC77-S-3.*
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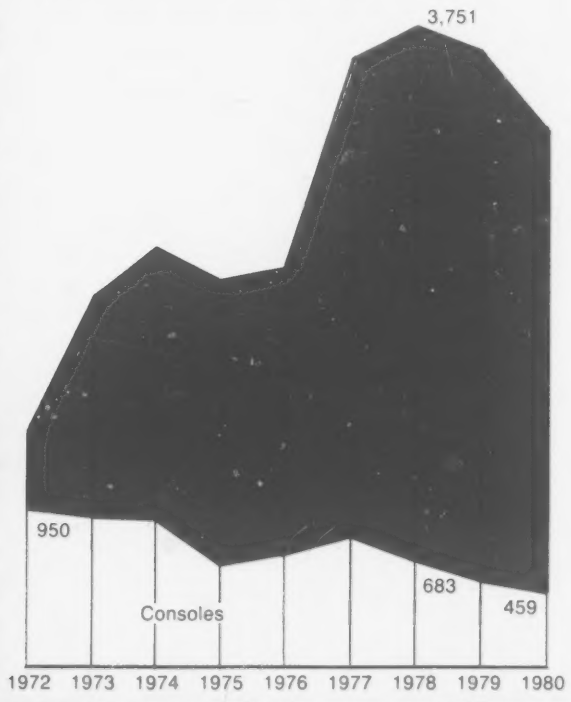
S&MM MARKETGRAPH

Audio-equipment makers face the music

You wouldn't know it from the decibel level in most homes, but U.S. makers of audio equipment are hurting from import competition and the pinch on real income. Factory sales of audio systems tumbled last year for the second straight year, and, at 3.7 million units, are down 17% from 1978's record 4.4 million. To help marketers sharpen their sales strategies, the Electronic Industries Assn.'s consumer electronics group surveyed 25,000 households. Overall, the home ownership ratio is 28.8% for consoles, 31.2% for stereo components, and 40.7% for compact systems. Women dominate the console market, representing 53% of buyers, because, as group senior vice president Jack Wayman explains, "consoles are regarded as furniture." Contrary to audio's youthful image, middle-age adults, or those approaching that stage, are now the key buying factors. The median age of the compact-systems owner is 31.6 years, 42.1 for consoles, and 27.9–31.6 for components.

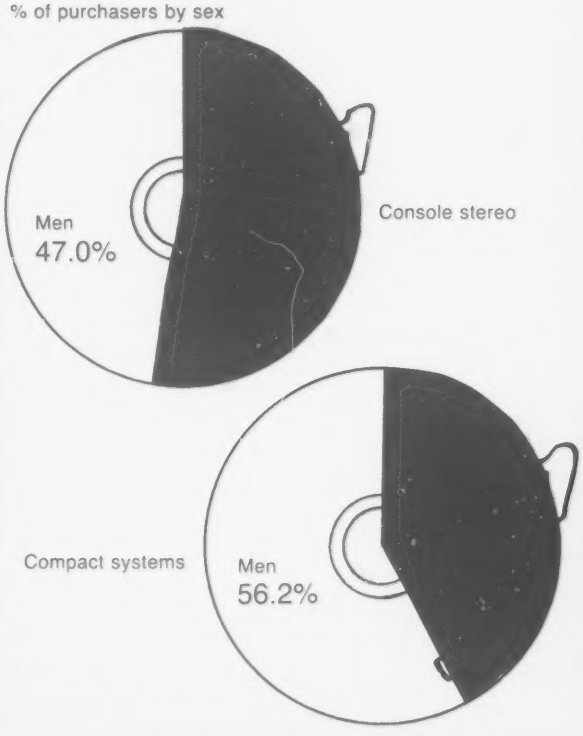
Loud sounds, but sales are soft

Factory sales of audio systems (000)



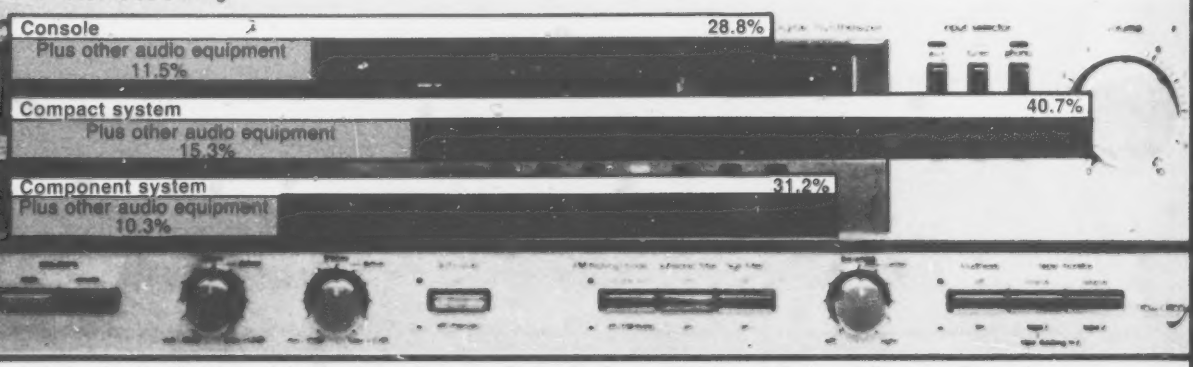
Sound-loving women

% of purchasers by sex

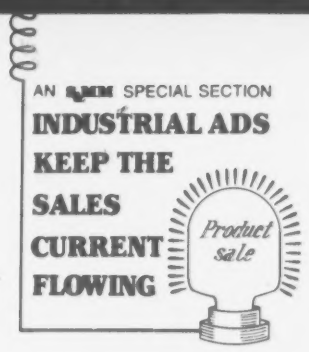


Significant degree of related-product buying

% of households owning



Source: Electronics Industries Assn. Consumer Electronics Group, *1981 Annual Review of Consumer Electronics, Purchase and Ownership Patterns of Home and Car Audio Equipment.*
Sales & Marketing Management.



AN EXCLUSIVE S&MM SURVEY

INDUSTRIAL AD BUDGETS UP —AND GOING HIGHER

By SALLY SCANLON
Senior Editor

Ask any industrial advertiser what's on his mind these days and the answer is likely to be costs—rapidly rising costs. "A 10% annual budget increase isn't enough to cover inflation anymore," says Robert W. Wakefield, assistant ad manager, plastics, U.S. Industrial Chemicals Div., National Distillers & Chemical Corp.

One possible solution is to run campaigns longer. Says Fred Poppe, president and chief executive officer of New York City ad agency Poppe Tyson, "Print-ad production costs (usually about 25% of the media ad budget) are growing by leaps and bounds. The dollars spent on production are dollars on which you get no direct return. Besides, an ad has to run three times in any magazine to be seen once by all the readers." Thus running a print campaign longer can increase its effectiveness as well as hold costs down.

While most marketing executives say that rising costs are fostering more evaluation of the industrial ad media they use, few question the value of advertising itself. A recent survey of 519 industrial sales and marketing executives who subscribe to S&MM finds that 93.1% advertise. Nearly two-thirds have increased their 1981 ad budgets over 1980's, and over half would increase the budget still further if the decision were up to them. (See tables, facing page.) Moreover, those with the smallest budgets are increasing them by the largest increments: 19.2% of those with budgets of under $100,000 increased their ad budgets 30% or more this year. Another 15.6% increased them by 20%–29%. In contrast, only 6.3% of those with budgets of over $100,000 increased them by 30% or more, while 7.7% increased them by 20%–29%.

Industrial executives expect their ad budgets to cover a spectrum of marketing activities, including trade shows and sales literature. Trade magazines are the most popular medium among those surveyed; 93% use them. That's exactly the same percentage that reported using them when S&MM surveyed industrial ad practices last year. Compared with the responses to that survey, directory advertising has gained in popularity this year (up from 65% in 1980 to 69.6%), while direct mail has fallen slightly (from 67% to 62.1%). The decline may be due to increases in postal rates and production costs, or it may stem from increasing controversy about the cost-effectiveness of broad-based (vs. targeted) mailings.

Responses to the current survey by "sales" executives and by "marketing" executives yielded a surprise. While, predictably, a higher percentage of marketing executives than sales executives help to set advertising objectives, select target markets, and so on (See Tables, question 9), the two groups appear to be equally responsible for media selection. Specifically, 65.4% of sales vice presidents, 64.1% of marketing vice presidents, 68.5% of sales managers and sales directors, and 69.6% of marketing managers and marketing directors select the media in which their companies or divisions advertise.

The few industrial marketers whose companies do not advertise checked the following reasons:

- Sales promotion is more effective (44.4%)
- Advertising is too costly (41.7%)
- Already know all potential customers (36.1%).

Even so, 40% of the nonadvertisers said that their companies would advertise if the decision to do so were up to them. Subtract 0.2% for the lone respondent who said he'd cut out advertising altogether if the decision were up to him, and that brings the percentage of industrial sales and marketing executives who use—or at least believe in—advertising to a grand total of 95.9%.

Highlights of S&MM's survey on industrial advertising*

The big picture

(Base: 519 replies)

1. This survey is intended to explore advertising by industrial manufacturers, distributors, service companies, and others whose main sales thrust is directed to other commercial establishments as opposed to consumers. Does your company engage in this type of selling?

Yes	100%
No	0

2. Does your company advertise?

Yes	93.1%
No[1]	6.9

[1]For reasons, see story.

3. Who calls on your end user?

Our own sales force	74.1%
Distributors	47.8
Independent reps	34.6
Other (dealers, brokers, etc.)	3.5

4. What is your primary line of business?

Industrial manufacturing	83.2%
Industrial distribution	13.7
Services	7.9

5. Approximate annual sales of your company or division?

$10 million or less	32.9%
$11–$25 million	23.4
$26–$50 million	12.8
$51–$100 million	10.8
$101–$500 million	13.3
$501 million or more	5.0

Advertisers and their budgets

(Base: 483 replies)

1. What is your 1981 advertising budget?

Less than $100,000	49.1%
$100,000–$499,999	34.4
$500,000–$999,999	6.4
$1 million–$2,999,999	5.6
$3 million–$4,999,999	0.8
$5 million or more	0.4

2. How does it compare with your 1980 ad budget?

Up 9% or less	21.1%
Up 10%–19%	27.7
Up 20%–29%	8.3
Up 30% or more	8.3
Same	21.3
Down[2]	7.7

3. What marketing activities are included in your 1981 ad budget?

Sales literature	81.6%
Trade shows	76.6
Media advertising	74.5
Directory listings	68.7
Direct mail	64.4
Sales promotion	60.9
Co-op advertising	26.7
Other[3]	3.7

4. In which media do your company or division advertise?

Trade magazines	93.0%
Directories	69.6
Direct mail	62.1
Newspapers	14.7
Radio	6.0
TV	5.6
Outdoor	1.7
Other[4]	5.6

5. Do your sales reps use or refer to your ads in their presentations?

Yes	75.6%
No	19.5

6. Does sales management in your company have any direct input into the advertising program?

Yes	95.0%
No	5.0

7. If the decision to advertise were up to you, would you:

Increase your advertising	58.6%
Continue it at the same level	37.7
Decrease it	1.7
Cut it out altogether	0.2

8. In terms of content, what type of ads most effectively support your sales effort?[5]

(Please rank in order of effectiveness.)

	RANK			
	First	*Second*	*Third*	*Fourth*
Product ads	87.2%	10.1%	2.5%	0.2%
Corporate/image ads	8.4	27.2	19.8	6.7
Service ads	6.2	23.2	19.3	2.7
Price ads	2.2	7.4	6.2	20.5

9. What is your contribution to the ad program?

	All Respondents (Base: 483)	*Sales Managers (Base: 73)*	*Marketing Managers (Base: 69)*
Suggest content	82.6%	80.8%	88.4%
Help to set objectives	81.8	80.8	94.2
Evaluate results	63.8	54.8	75.4
Select media	62.1	68.5	69.6
Set budget	60.0	49.3	71.0
Select markets	56.7	56.2	72.5
Set campaign timing	51.6	45.2	72.5
Okay budget	34.8	34.2	42.0

[2]By percentages ranging from 7% to 50%.
[3]Publicity, sponsorship of special events, Yellow Pages.
[4]Newsletters, buyers' guides, seminars, Yellow Pages.
[5]Base: 405 replies.

*Percentages may total more or less than 100 because of multiple answers and no answers.

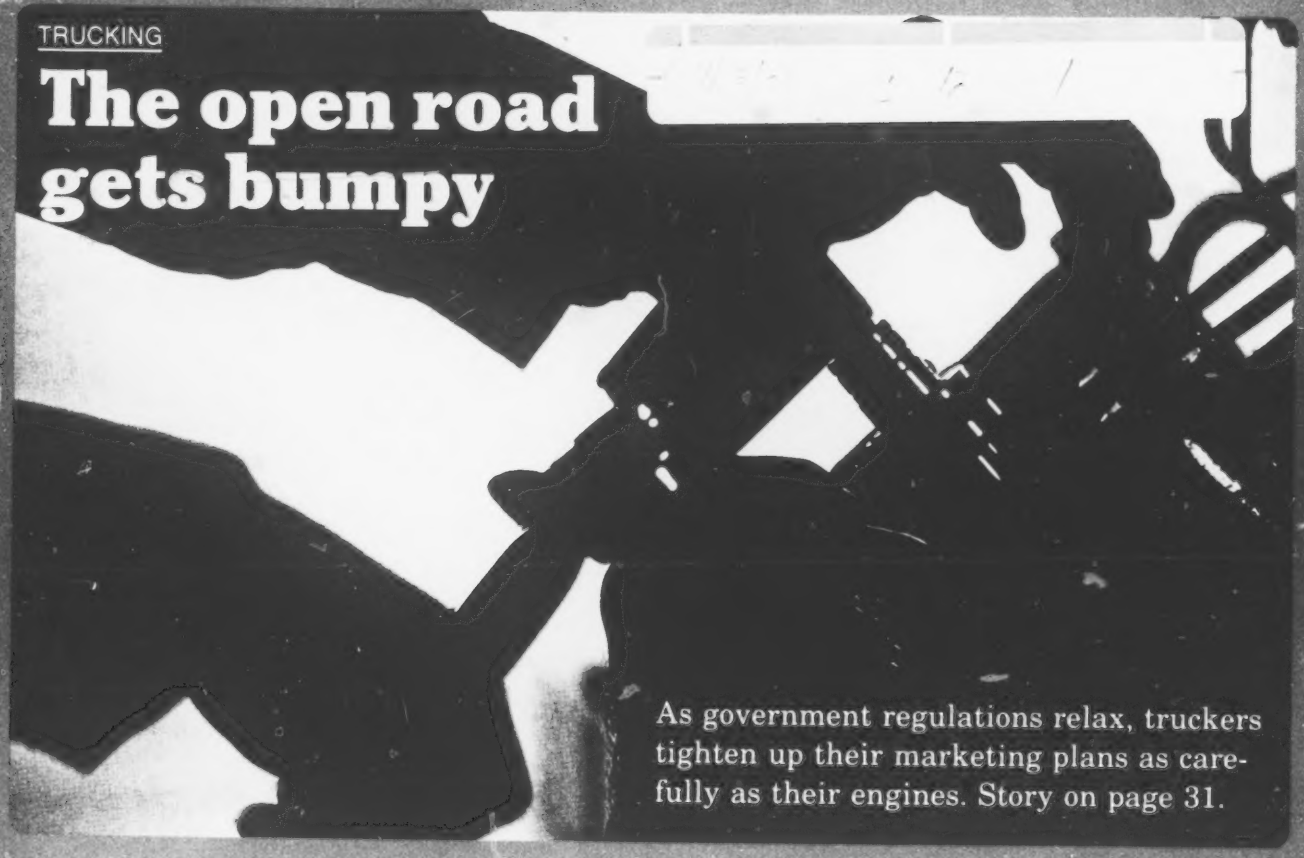
S&MM
SALES & MARKETING MANAGEMENT

AN S&MM SPECIAL SECTION
The co-op connection
Page 45.

JULY 6, 1981
A BILL PUBLICATION
TWO DOLLARS

TRUCKING

The open road gets bumpy



As government regulations relax, truckers tighten up their marketing plans as carefully as their engines. Story on page 31.

SALESMANSHIP PLUS

Selling water by the river

Page 35.

Inside Out

Hammarplast makes its move. The plastic-housewares marketer streamlines its product line in just one step to give itself an identity. Page 14.

Entrepreneurs. Claiming that the major breweries have let him down, a New Orleans distributor brings out his own beer. Page 17.

Incentive travel. More luxurious trips have always been popular with salespeople. Now they're popular with management. Page 18.

The Computer in Marketing. S&MM revives its popular series. First installment: How sales engineers at Westinghouse triple bookings with an electronic sales-information system. Page 38.

S&MM Marketgraph. What's happening with those post war Baby Boomers? For one thing, more of their households have two or more full-time workers. For another, they like to share buying decisions. Page 41.

SM1368835 1281 011273811 4R201X
CONGRESSIONAL INFO SVCS
S R I ACQUISITIONS
4520 EAST WEST HWY
WASHINGTON DC 20014

What's Coming Up

1981 Survey of Buying Power. Featured is the federal government's newly defined list of U.S. metropolitan areas, along with their demographic and socioeconomic details. Also, updated population and household data from the 1980 census. July 27.

What top executives earn. S&MM'S annual compensation survey this year packs a surprise about how well sales and marketing executives are doing. Also, for the first time, we frankly ask them if they really earn their money. Aug. 17.

An S&MM Special Section: Recruiting. The all-important interview—why do so many misuse it, either by missing the real values of the potential hire or actually turning him or her off entirely? Case histories of companies with effective interview programs and how to interview the "minority" recruit. Aug. 17.

Gillette. New products, led by Silkience shampoo and conditioner and Dry Idea deodorant, are turning the once-stagnant Personal Care Div. into a major source of Gillette's profit gains. Aug. 17.

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ABP ABC BPA ABC

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When a Westinghouse sales force went electronic, bookings tripled. First in S&MM's revived Computer in Marketing series.

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Even when everything else is perfect, the marketing plan can bog down unless there's a strong cooperative advertising link with retailers, as this exclusive S&MM Roundtable shows.

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Cover photo courtesy of International Harvester

proven they don't know how to market. I need Coy International to survive."

Kaye is pinning his hopes of success to selling other beer distributors on the product, especially those who handle Schlitz and Pabst. So far, he claims to have coverage in much of the area from east Texas to Georgia; he'll soon be entering the Midwest.

To make the product live up to its "international" name, Kaye has also contracted with Union de Brasseries, one of France's largest beer marketers, for distribution of Coy International in France (for more about competing in Europe, see page 35). As part of the agreement, Kaye has exclusive distribution rights for such Union de Brasseries brands as "33" and Panach in the U.S., which Kaye finds helpful in his drive to recruit distributors in this country.

Industry observers give Kaye a healthy chance of succeeding with Coy beer, but he may yet run into trouble from Schlitz and Pabst, which still account for a substantial portion of his and the other distributors' businesses. So far, the word from Schlitz and Pabst: "No comment." S&MM

MARKETS AT A GLANCE

A significant turn for blacks

Twelve states now have more than one million black consumers, up from nine in 1970, says the 1980 census. Significantly, three of the five states with the biggest gains are in the South, suggesting a reversal of the exodus to northern cities that was triggered by the lure of defense work during World War II. Close to two-thirds of all blacks live in the 12 states, a concentration that makes it relatively easy for marketers to reach them. The actual number of blacks in the leading states is probably slightly higher than census totals because, as the Population Reference Bureau notes, "the 1980 undercount for blacks may be in the 4.5%–5.5% range vs. an estimated 7.7% in 1970."

State	1980 Black Pop.	% of State Population 1980	1970	% Gain 1970–1980
New York	2,401,842	14%	12%	10.7%
California	1,819,282	8	7	29.9
Texas	1,710,250	12	13	22.2
Illinois	1,675,229	15	13	17.5
Georgia	1,465,457	27	26	23.4
Florida	1,342,478	14	15	28.9
North Carolina	1,316,050	22	22	16.8
Louisiana	1,237,263	29	30	13.8
Michigan	1,198,710	13	11	21.0
Ohio	1,076,734	10	9	10.9
Pennsylvania	1,047,609	9	9	3.1
Virginia	1,008,311	19	19	17.1
Total	**17,299,215**	**13%**	**13%**	**17.9%**

Source: Census Bureau, *Final Population and Housing Unit Counts*, Series PHC80-V.
[1] Sales & Marketing Management.

INCENTIVE TRAVEL

Send them in style

Users of incentive travel are opting for more lavish trips for their award winners. While the average cost of an incentive trip for two has stayed at about $1,500 since 1975, the segment of the incentive travel market buying trips that cost $2,000 or more is growing significantly. A survey conducted by the Society of Incentive Travel Executives (SITE) shows that more than $200 million will be spent this year on trips costing $2,000 or more, compared with just $50 million in 1975.

The survey, released last month at a SITE seminar in New York City, also shows:

- Along with the growing popularity of the over-$2,000 trip is increased interest in the under-$500 trip, usually a long weekend at a nearby resort with the winner paying the transportation cost.
- The average length of an incentive travel program exceeds that of a program offering merchandise, both in the planning stage and in the actual qualifying time. A typical travel program runs almost one year—13 weeks for planning and promotion, 37 weeks for qualification sales—compared with anywhere from a few weeks to several months for a typical merchandise program.
- About 56% of all incentive travel dollars are now spent on foreign travel, with Hawaii and Puerto Rico the strongest domestic draws.

The survey, which polled about 35,000 marketing executives, also indicates that the incentive travel industry will top $1 billion in sales this year; 10 years ago, incentive travel gen-

erated less than $400 million. That may explain why incentive firms, which have had the lion's share of travel-incentive packages sold to businesses to themselves, are beginning to feel competition from travel agencies. Indeed, more than two-thirds of those who were at last month's seminar were travel agents.

TRADE SHOWS

Electronics: Looking for the winners

A technological bazaar, the annual Consumer Electronics Show is always a frantic scene as manufacturers, dealers, and retailers wheel, deal, and entertain in a frenetic search for the next hot products. The cornucopia of personal electronics displayed by exhibitors from the $10.1 billion industry in Chicago's McCormick Place last month pointed to these major product trends:

♦ **Do-it-yourself TV.** Poised as sentinels outside the exposition center were 15 pizza-shaped satellite receivers. With (1) the number of satellites expected to double in the next two to three years, (2) prices of receivers inching downwards to the $3,000 level, and (3) Comsat's Satellite Television Corp. predicting it will beam TV programs directly into 7 million homes by 1990, marketers of the "dishes" are beginning to position themselves to get in on the ground floor. Proof of that: the growing interest among marketers in setting up distributor networks.

♦ **Large-screen TV.** Several of the major color TV-set makers, including frontrunners Zenith and RCA, have recently moved into large-screen sales, with the result that the total units sold could top 100,000 this year vs. 50,000–60,000 last year. Hyping sales are improved picture quality and somewhat lower prices (but still fancy at $2,000–$3,000), and the growing conviction that owners of videocassettes and videodiscs won't be happy viewing movies and sporting events on anything except large TV screens.

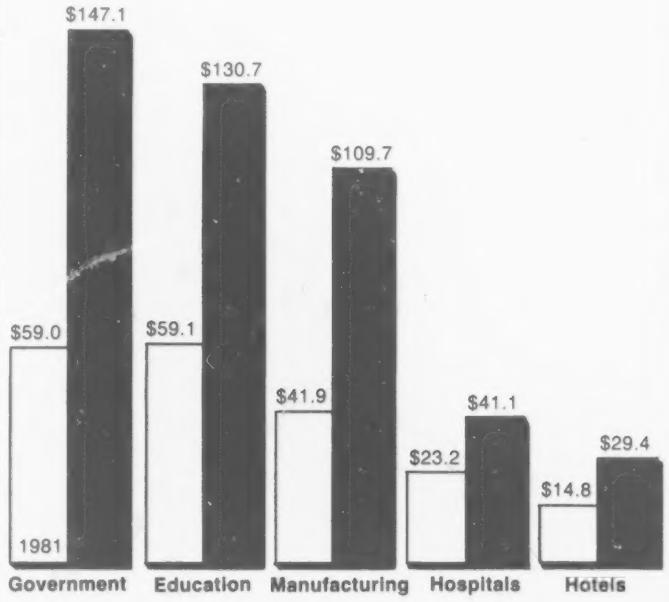
♦ **Videodiscs.** The widespread retailer dissatisfaction with the pace of videodisc sales was clearly evident at the show, but RCA insists it will

S&MM SALESGRAPH

Energy: Saved by the system

Shipments of computer-based systems for energy management will more than double between 1981 and 1985, from $300 million to $680 million, says Quantum Science Corp., New York City. Fastest-growing market segment will be manufacturing, up 162%, but government will replace education as the biggest sector by mid-decade. The hottest trend, says chairman Mirek J. Stevenson, will be systems integration that links the automatic control of energy usage to other functions such as factory data collection, security, and inventory control.

Energy management systems (Shipments $ Mil.)



Source: Quantum Science Corp., *Maptek Worldwide Energy Opportunities Program.*
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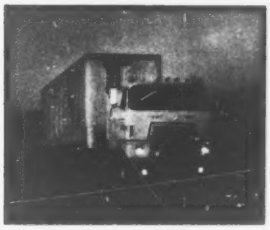
On the road to deregulation, truckers ran smack into the recession. For some it may be the end of the line, but many are selling their way out of the jam.



The open road gets bumpy

By JOHN MUTTER
Associate Editor

Truckers can no longer just keep on trucking. As they highball into the era of deregulation, competition compels them to sell harder than ever even as new opportunities proliferate. So far, no one is talking about spendthrift advertising or fancy sales promotions, but industry leaders are making radical changes in the way they approach the market.

One example is the trend toward contract carriage, an arrangement whereby a carrier handles all of a manufacturer's internal shipping, often painting its trucks with the client's name and colors. "Under old ICC rules, we were limited to contracting with eight customers to haul their intracompany freight, so we had to be careful to provide that service to growing, high-volume companies," says Howard Doty, vice president, major customer service, at Ryder System's Distribution Systems Div. "Now we can go after any size customer." Other large truckers speeding into contract carriage include McLean Trucking, Carolina Freight, and Leaseway Transportation.

The ICC's shackles also have come off in other areas since former President Carter signed the Motor Carrier Act of 1980 last July 1. For example, truckers no longer have strictly enforced limitations on geographic coverage, and rate restrictions are being relaxed (see box, page 32). As the regulations that limit how they market their services are lifted, truckers are emerging from a regulatory cocoon, much as the airlines did in 1978.

There's one major difference, however. Richard Staley of the American Trucking Assns. (ATA) puts it simply: "Airline deregulation started in the middle of a boom." ATA figures show that industry revenues for 1980 were $43 billion, only 4% above 1979's level. Actual volume dropped 7.4%, to 249.1 billion ton-miles from 269.1 billion ton-miles in 1979. Moreover, the state of the economy doesn't promise a quick pickup. The recession is still very strong in manufacturing, par-

How the top truckers line up

The top 10 trucking companies in the U.S. reported a combined gain in revenue of 4%, to $5,492.4 million, in 1980 over 1979, closely paralleling the industry's growth as a whole. Total truck revenues for 1980 were $43 billion. Thus the top 10 represent about 13% of the industry.

	Operating revenue ($ Mil.)	
	1980	*1979*
Roadway Express	$1,155.0	$1,096.0
Consolidated Freightways	936.3	849.4
Yellow Freight	716.5	805.3
McLean Trucking	590.4	540.1
Ryder Truck Lines	586.6	560.6
Pacific Intermountain Express	408.1	403.0
Spector Freight System	314.1	316.2
Smith Transfer	281.0	253.3
Arkansas Best	262.5	229.0
Overnite Transportation	241.9	229.4
Totals	**$5,492.4**	**$5,282.3**

Source: American Trucking Assns. figures taken from reports filed with the Interstate Commerce Commission.

"Contract carriage is a hot topic for us. We think the marketplace wants a lot more of it."

—Steve Nieman, director, corporate planning, Leaseway Transportation.

ticularly trucking's bread and butter: autos, steel, and heavy machinery. A spokesperson for Consolidated Freightways, San Francisco, points out that while GNP figures show that the economy may be picking up, the figures are misleading. "Most of the growth is in service sectors of the economy," he says, "and that doesn't mean much to truckers."

Indeed, Louis A. Marckesano, an analyst with Janney Montgomery Scott, Philadelphia, describes the industry as "chaotic." Among the reasons for the turmoil:

♦ Small owner-operators, encouraged to go into business by deregulation, have taken much of the truckload (TL) shipment business away from the larger carriers.

♦ Severe price competition, allowed under new ICC rules, has struck the more profitable less-than-truckload (LTL) segment of the business. Because LTL carriage requires a substantial investment in terminals, industry observers had thought LTL would be one area to remain relatively free from the inroads of new truckers. It hasn't.

♦ Sharp drops in truckers' earnings as a result of discounting in a declining market are expected to lead to a spate of liquidations and mergers.

♦ Many small shippers off the beaten track fear that service will decline and they'll have to pay more for it.

Still, many trucking companies can't wait to get into new businesses. Some are expanding their LTL terminal networks. Others are experimenting with new kinds of service. Relaxed rules for nontrucking companies that have private fleets have made them a strong sales target for truckers providing leasing and consulting services. Even the worried small shippers are learning to band together to keep service up and prices down. Says analyst Marckesano, "Instead of artificial controls, the industry will be regulated by the marketplace. It will be very different from what we had until last year."

For truckers going after contract carriage, there's even more frosting on the cake. In the era of regulation, contract carriers usually had to use equipment and personnel solely for a single contracted customer. Thus most set up subsidiaries with their own names and were limited in the ways they could use those resources. Under deregulation, carriers need not use "dedicated" equipment and personnel. Ryder's Doty notes that more than 75% of the division's revenues currently comes from dedicated contract carriage. Now, however, he foresees "much more growth" in the nondedicated segment. "Because we can handle freight from several companies with the same equipment, we can achieve an economy of scale," he says.

Leaseway Transportation, Cleveland, which already does over $500 million in contract carriage, is expanding those op-

The ICC: Forgotten but not gone

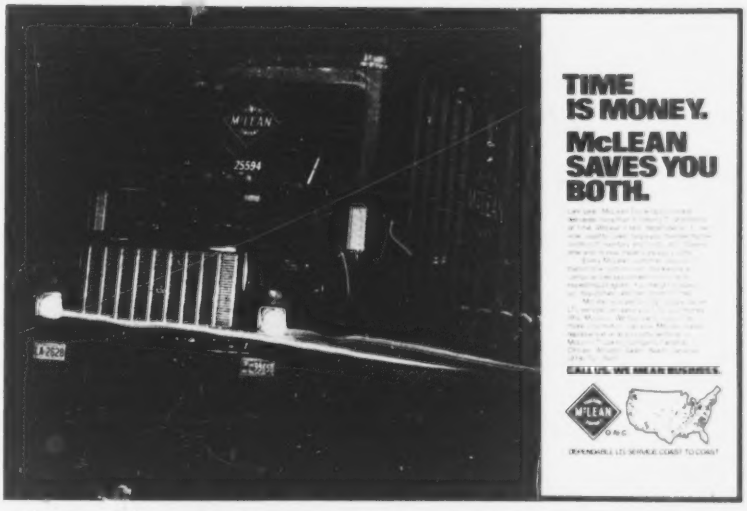
Despite deregulation, the Interstate Commerce Commission (ICC), created in the 1880s to bring order to the transportation industry, is not closing up shop any time soon. As E.M. Robins, director of advertising at McLean Trucking notes, "We call it 'reregulation.' The ICC is still very much with us."

In fact, deregulation in some areas will be gradual. For example, carriers now may change rates only 10% above or below rates prevailing under the old regulations. An ICC decision on the future powers of its rate bureaus is pending.

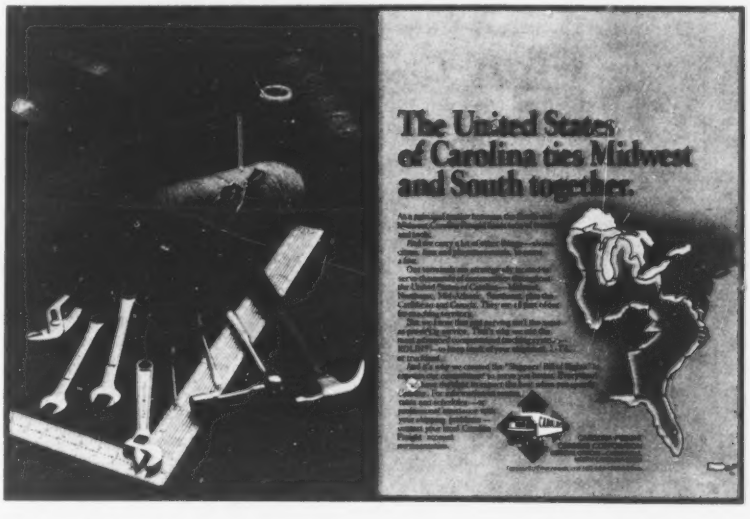
The ICC has yet to decide whether rules prohibiting carriers and others from leasing owner-operator trucks to company fleets will be lifted. Such a change would give lessors more flexibility in management of private fleets; owner-operators would also be able to lease their services to private fleets independently.

The commission's view of these and other issues is clouded, however, by the change in administrations. Three commissioners who have been strong supporters of deregulation, Darius Gaskins, Marcus Alexis, and Thomas Trantum, have either left or plan to leave soon. President Reagan has publicly criticized the fast pace of deregulation, and his appointee as chairman, Reese Taylor, is expected to slow down the process. Specifically, Taylor has criticized the ease with which new carriers can get into the business, lax enforcement of ICC rules, and a loosening of the requirement that carriers must serve any shipper that requests service.

erations. The Signal Delivery Div. of its Distribution Systems Group, which has provided contract carriage for Sears and Whirlpool, has added such new customers as Avon Products, Household Finance's City Products subsidiary, and City Products' Ben Franklin Variety Stores subsidiary, which previously used other contract carriers. Steve Nieman, director, corporate planning, at Leaseway, notes that, "Contract carriage is a hot topic for us. We think the marketplace wants a lot more of it."



Ads for McLean Trucking and Carolina Freight Carriers emphasize service, territory coverage, and computerized control systems. They run in such magazines as "Traffic World" and "Traffic Management."



Contract carriage isn't for everyone, however. The nation's largest carrier, Roadway Express, Akron, OH, has expanded so that its LTL terminal network now covers the West Coast as well as the eastern part of the country. Roadway, which, contrary to industry practice, owns its trucks outright, could finance new operations, but Doug Wilson, corporate secretary, says the company intends to continue specializing in LTL shipments. "We tell our customers that we can provide service as good as contract carriage with our LTL system," he says. "It can be very competitive hauling freight and may be less expensive."

Thus Roadway's sales force tries to identify companies that now use contract carriers whose freight requirements could be handled by the LTL network. Another major pitch: if shippers change handling and scheduling procedures so that Roadway costs go down, the company shares a portion of that reduction with customers. Wilson notes that Roadway does little advertising of these selling points. "We rely on personal contact," he says.

McLean Trucking is keeping its LTL and contract carriage operations separate. The company launched a subsidiary, Salem Contract Carrier, in late 1979, "as a result of the impending Motor Carrier Act," says E.M. Robins, director of advertising. Salem, a dedicated contract carrier, now hauls freight from K mart's Charlotte, NC, regional distribution center to K mart stores in 24 states. McLean's Special Commodities Div. was recently expanded and renamed PaceSetter Transportation. PaceSetter contracts with shippers to haul truckload shipments of such specialized goods as flat steel and air compressors. Unlike Salem, PaceSetter subcontracts with owner-operators to haul the freight in their own equipment.

To get the word out, especially about PaceSetter, McLean has run a series of ads in such trade magazines as *Traffic Management*, *Traffic World*, and *Purchasing*. And even though McLean's 400 salespeople still have their "first and foremost" responsibility to the general carriage side of business, they also spot leads for PaceSetter. Robins adds that McLean plans eventually to set up additional dedicated contract-carriage subsidiaries like Salem.

A leader in price competition is Overnite Transportation, Richmond, VA. It has a straight, across-the-board 10% discount on all class-rated LTL interstate traffic that Bill Whitener, vice president, sales and marketing, says has been a boon. Like most carriers, Overnite has lost truckload tonnage,

Arkansas Best's David Stubblefield discounts reluctantly.

Transcon's Allen Foy reports a rise in tonnage so far this year.

but LTL tonnage has gained to the point where it accounts for about half of Overnite's annual tonnage compared with about 40% last year.

Some industry experts question the wisdom of discounting, however. Merrill Lynch's Fischer calls discounting a vicious cycle. He says, "The companies get desperate to keep traffic so they cut rates, which cuts into profit and makes them even more desperate to keep traffic." David Stubblefield, senior vice president, marketing, at Arkansas Best, Ft. Smith, AR, echoes the reluctance of many carriers who are discounting when he says, "We do this only because we have to."

The shaky finances of some are a boon to others. Tiger International, a major air freight carrier, Los Angeles, has bought several medium-sized carriers at what are generally considered bargain prices. Dohrn Transfer, Rock Island, IL, was acquired earlier this year and merged into Tiger subsidiary Hall's Motor Transit, Mechanicsburg, PA. The company just took control of Warren Transport, Waterloo, IA, which adds a fleet of 1,200 trailers and 600 owner-operators specializing in shipping farm equipment nationally.

But few others plan acquisitions. McLean Trucking's Robins says, "There's been such a relaxation of regulation for extending operating authorities that the rationale of buying other companies to expand your own company's geographic coverage is gone. It's just as cost-effective to expand our own operations."

With a spate of liquidations certain, small businesses in out-of-the-way locations fear that they'll be left waiting at the shipping dock. They also cite ICC rules changes that no longer require shippers to service particular towns and cities. But Arkansas Best's Stubblefield doubts that any shippers will have trouble finding carriers to haul their goods. He says, "Just because a city may be small doesn't mean that it will lose service." He cites the town of Pocola, OK (pop. 2,000), which is just over the border from Arkansas Best's Ft. Smith headquarters. "There's no terminal in Pocola, but the town has no problem finding carriers. A few local carriers run over from Ft. Smith and find enough business. They don't discount, but they do provide the service."

Service is always available for those who are able to pay, of course. Transcon Lines, El Segundo, CA, has carved out a marketing niche since November by offering scheduled LTL shipments from its 100 terminals across the country. With scheduled shipments, shippers with a small load do not have to wait for Transcon to find other LTL shipments to make a full truckload before it sends their shipments out. President Allen Foy says, "We've paid a premium for light schedules at a prescribed time every night." But Bob Flanegin, senior vice president, marketing and sales, comments: "We're up and the industry's down. That's the proof of the pudding."

Sales skills are becoming more important in the newly deregulated trucking world. Ryder System believes it has an edge getting contract carriage precisely because it has experience leasing trucks to companies for their in-house fleets, an area that has always been relatively free of ICC regulation. Gordon Bingham, director, marketing services, doesn't expect a net increase in in-house leasing. He says, "Smaller nontrucking companies will be encouraged by deregulation to expand their private fleets, but larger private-fleet companies will find they have strength to negotiate with for-hire companies. They'll reduce their private fleets where it's economical and use them more as a security blanket."

The Distribution Engineering Group is another major sales resource for Ryder's contract-carriage segment. The Group, which formerly helped companies using for-hire carriage set up their own private fleets, now provides technical expertise on how a customer can best meet its transportation needs under deregulation. Says Bingham, "They're consultants, both to our own sales force and to customers."

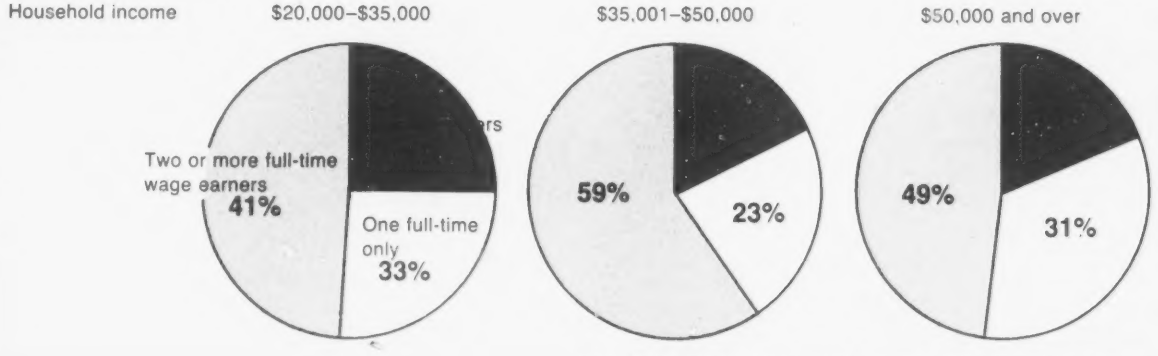
Such innovations as Transcon's guarantees and Ryder's consulting services were largely unheard of before deregulation. As truckers enter a brave new world free of much of the regulation—and protection—of the ICC, it is likely that marketing strategies of this sort will play an important role in determining whether a company stays on the highroad to profits or is forced to eat the dust of its more resourceful competitors.

S&MM MARKETGRAPH

Togetherness among the baby boomers

Despite the egocentric Me Generation label hung on them, the post war baby boomers have "a deep commitment to share experiences with others." That's one of the startling findings of a study of the baby-boom generation by Louis Harris and Associates, commissioned by *House & Garden* magazine. Says Harris: "A basic given among them is that shared experience is the heart of what living is all about." Admittedly, Harris probed only that slice of the market that the magazine is interested in: ages 25 to 40, college educated, income $20,000 and up. Within this market segment, sharing affects work (45% of the households have two or more full-time wage earners), buying decisions (72%) and household chores. Significantly, 75% of the women have jobs, vs. the 48% ratio for all adult women.

Sharing work . . .



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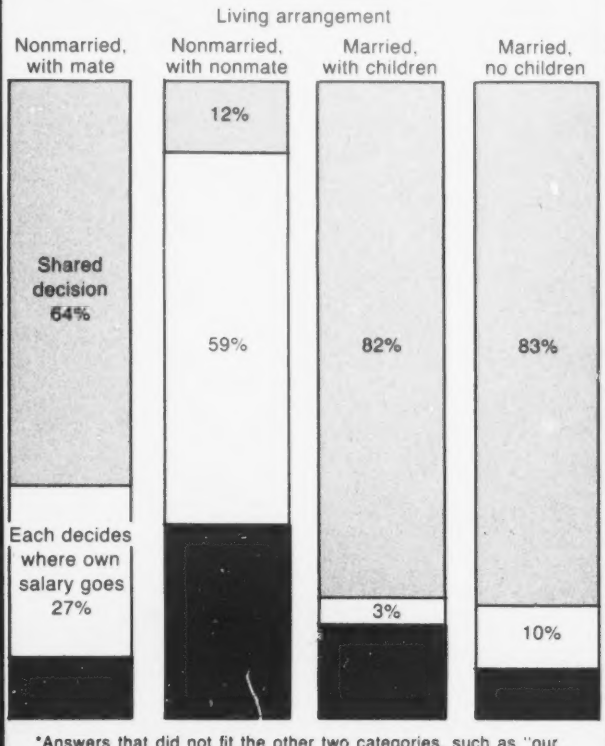
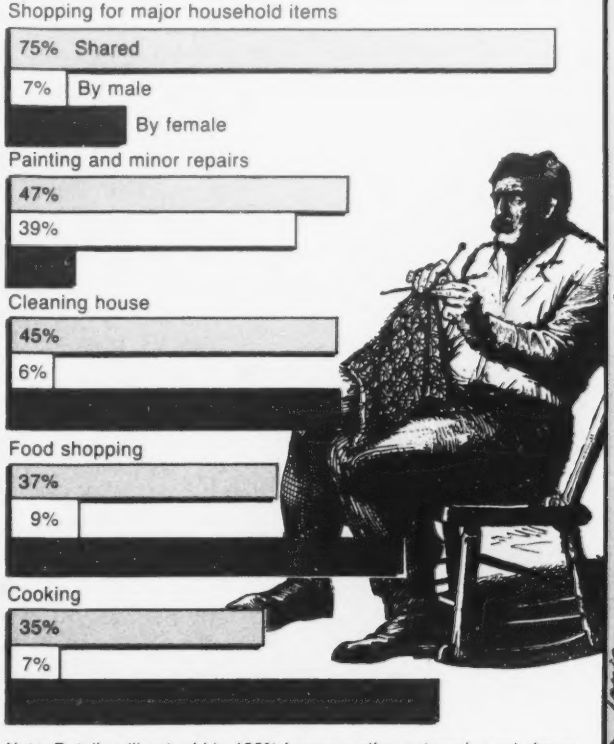


*Answers that did not fit the other two categories, such as "our parents decide" or "don't know."

. . . and household chores



Note: Details will not add to 100% because other categories not shown.

Source: *House & Garden, How The Baby Boom Generation is Living Now*, study by Louis Harris and Associates, Inc.
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What's Coming Up

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Gillette. New products, led by Silkience shampoo and conditioner and Dry Idea deodorant, are turning the once-stagnant Personal Care Div. into a major source of Gillette's profit gains. Aug. 17.

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Section A

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

A new boon for effective marketing planning

Every ten years, marketing planning gets a healthy transfusion from the decennial Census of Population and Housing. Marketing planning, which translates a company's marketing objectives into day-to-day sales strategies and tactics, depends upon the freshest information available on the local markets where the sales force is deployed. Stale, or incorrect, information will lead to faulty marketing planning, making it less likely that the company will achieve its marketing goals or produce the desired bottom-line results.

Only the decennial census, because of the financial and human resources the federal government is able to commit to it, can produce up-to-date and reliable information on the many demographic and socioeconomic facets of local markets that impinge upon the formulation of marketing planning and the execution of sales tactics. Happily for marketers, there is considerable evidence that the 1980 census, despite the horror stories that appeared in the press, was one of the most successful head-counts ever undertaken by the Census Bureau.

Hence, this year's *Survey* has a special meaning for marketing planners because it is the first comprehensive, detailed update of what the 1980 census revealed about local markets. Thus the *Survey*'s population and household data, which reveal who the marketers' prospects and customers are, comprise the most accurate and current information available on the 50 states (plus DC), 305 metropolitan markets, 684 cities, and 3,135 counties. Marketing planners can be assured, then, that their sales targets, as revealed by Sections B and C in the *1981 Survey*, are delineated with a high level of accuracy. Of course, this also means that comparing the data in this year's *Survey* with earlier editions must be done with caution because previous *Surveys* used the 1970 census as their benchmark period.

Readers will get valuable insights into Sections B and C data from the editorial material that appears in Section A. This section is divided into two parts to assist the reader in his marketing planning.

One part recaps the significant changes wrought by the 1970s in the marketing environment, as revealed by the 1980 census. What the census turned up won't be a complete surprise to veteran *Survey* users because many of the general trends confirmed by the Census Bureau had been noted in the annual *Survey*.

A second part of Section A focusses on how *Survey* users apply the data in Sections B and C to enhance their marketing planning. *Sales & Marketing Management* editors visited users to gain first-hand experience about how the data help to define sales territory boundaries, estimate product and market potential, evaluate sales force performance, compare the relative appeal of different local markets, and uncover weak spots that need corrective action.

These true-to-life experiences demonstrate how the *Survey*'s relevant, timely, and actionable information are fashioned into sophisticated planning tools. The examples described in Section A will trigger the resourcefulness of the reader into applying the data in additional areas with a greater confidence that the direct line between information and action can lead to more profitable results.

The Editors

Targeting sales in a changing marketplace

Although U.S. population growth in the 1970s was the slowest since the Depression, the latest census data show that sales opportunities abound for the marketer who knows where to look.

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Each decade leaves a distinctive stamp on the marketing terrain and provides some indication of future changes. Thus marketers who want to be sure that their planning is in tune with critical population shifts should note the following trends by the 1980 Census of Population and Housing:

♦ Population growth in the 1970s (11.4%), was the slowest since the 1930s and is a portent of what to expect in the 1980s and 1990s.

♦ Consumers radically altered their residential preferences, making nonmetro areas expand faster than metropolitan markets—15.1% vs. 10.2%—for the first time in over 150 years.

♦ Despite the striking nonmetro gains, suburbs continued to be the fastest growing geographical unit, up 18.2%.

♦ Nearly half of the major cities (100,000 or more population) suffered losses, but the pattern differed sharply from region to region.

♦ Blacks and Hispanics significantly increased their importance as consumers.

The decade's tepid growth mostly reflected plunging birth rates as young adults married later, put off the first child, and opted for smaller families. The number of births tumbled to 33 million from 39 million in the 1960s. Census Bureau demographers expect the growth rate to dip further to 10% in the current decade and fall sharply to 7% in the 1990s.

Despite the decade's slower population growth (it was 13.3% in the 1960s), the southern and western regions grew much faster than expected, and, in fact, widened the growth gap between themselves and the northeast and midwest. Here's how the regions fared:

Region	% Change 1970–1980	% Change 1960–1970
New England	+ 4.2%	+12.7%
Mideast	– 0.5	+10.1
Great Lakes	+ 3.5	+11.1
Plains	+ 5.2	+ 6.0
Southeast	+20.1	+13.1
Southwest	+28.5	+16.9
Rocky Mountain	+30.8	+16.0
Far West	+20.6	+25.9
U.S.	**+11.4%**	**+13.3%**

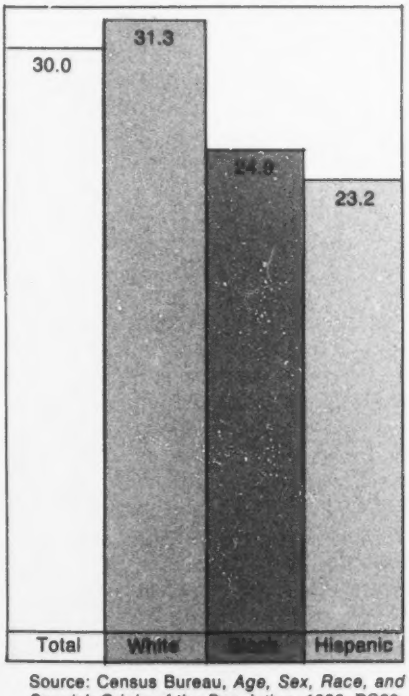
Note: See Highlight on page A-8 for component states of each region.

As can be seen, three of the four regions in the South and West accelerated their growth, while all four regions in the Northeast and Midwest trailed the prior decade's pace. The Mideast actually suffered a net loss. That the Far West advanced at a slower pace in the 1970s was due to California's decelerating from 27.0% growth in the 1960s to 18.5% in the 1970s.

The regional pattern confounded the population experts who generally expected regional differentials to *narrow* in the 1970s. Such was not the case. In the 1960s, the gap between the slowest growing region (Plains, 6.0%) and fastest growing region (Far West, 25.9%) was 19.9 points. A decade later the spread widened to more than 31 points (the difference between the Mideast's -0.5% and Rocky Mountain's +30.8%).

HIGHLIGHT

Median age of the population



Source: Census Bureau, *Age, Sex, Race, and Spanish Origin of the Population: 1980*, PC80-S1-1.
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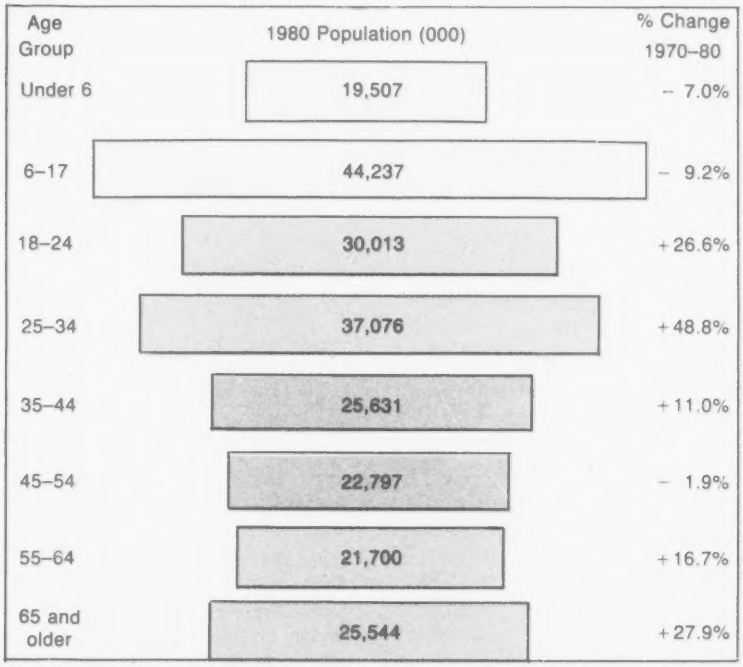
The kids are growing up



Source: Census Bureau, *Age, Sex, Race and Spanish Origin of the Population of the U.S. by Regions, Divisions, and States: 1980*, PC80-(S1)-1.
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States by median age

The youngest . . .

Rank	State	Median Age 1980	Change (Years) 1970–80
1.	Utah	24.2	+1.1
2.	Alaska	26.1	+3.2
3.	Wyoming	27.1	−0.1
4.	Louisiana	27.4	+2.6
4.	New Mexico	27.4	+3.5
6.	Idaho	27.6	+1.2
7.	Mississippi	27.7	+2.6
8.	South Carolina	28.2	+3.4
9.	North Dakota	28.3	+1.9
10.	Hawaii	28.4	+3.4

. . . and the oldest

51.	Florida	34.7	+2.4
50.	New Jersey	32.2	+2.1
49.	Pennsylvania	32.1	+1.4
48.	Connecticut	32.0	+2.9
47.	New York	31.9	+1.6
46.	Rhode Island	31.8	+2.6
45.	Massachusetts	31.2	+2.2
44.	Dist. of Columbia	31.1	+2.7
43.	Missouri	30.9	+1.5
42.	Arkansas	30.6	+1.5
	U.S.	**30.0**	**+2.0**

Source. Census Bureau, *Age, Sex, Race, and Spanish Origin of the Population by Regions, Divisions, and States: 1980*; Series PC80-S1-1.
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The regional gap is underscored by the performance of individual states. Only 3 of 12 northeastern and 5 of 12 midwestern states scored faster growth rates in the 1970s than in the preceding decade, but 11 of 12 southeastern states and 12 of 15 western states topped their earlier growth rates. One of the western "laggards" was the decade's fastest growing state, Nevada, which slipped from a 71.3% clip to 63.5%.

As a result, the 1980 census counted a lot more heads in the South and West than had been expected. For example, the *1980 Survey of Buying Power* was exactly on target with population estimates for the slower growing regions: New England, Mideast, Great Lakes, and Plains. But it underestimated the Southeast's population by 4.3%, Southwest's 5.1%, Rocky Mountain's 3.5%, and Far West's 3.8%.

Interestingly, the westward tilt took a new twist in the 1970s. The Far West, which had 4 of the 10 fastest growing states in the 1960s, included only 2 in the next decade (Nevada, 63.5%; and Alaska, 32.4%). Four of the 10 fast steppers in the 1970s were in the Rocky Mountain sector (Wyoming, 41.6%; Utah, 37.9%; Idaho, 32.4%; and Colorado, 30.7%) compared to none in the 1960s. Another 3 of the top 10 growth states in the last decade were in the Southwest (Arizona, 53.1%; New Mexico, 27.8%; and Texas, 27.1%) as against only one in the earlier decade.

A good part of the southern and western growth is due to people moving in from other regions. As Irving Leveson and Jane Newitt, consultants at the Hudson Institute, Croton-on-Hudson, NY, note: "Migration patterns appear today to be influenced more than ever by choices concerned with where to live rather than where the jobs are located. This is a natural consequence of both increased affluence and narrowing differentials in incomes between the areas. Furthermore, some of the most rapidly growing areas exhibit interesting attempts to blend technology and lifestyles and to find a new harmony with nature."

The snapshot taken by the 1980 decennial census is dramatically different from the 1950 version, the first to capture postwar demographic stirrings. Back then, the southern and western regions contained only 42.5% of the population. By 1980, they had practically

HIGHLIGHT

How states changed in the 1970s

Region/State	1980 Population	% Change 1970–80	1980 Households	% Change 1970–80
New England	**12,348,493**	**+ 4.2%**	**4,361,987**	**+19.7%**
Connecticut	3,107,576	+ 2.5	1,093,678	+17.2
Maine	1,124,660	+13.2	395,184	+30.5
Massachusetts	5,737,037	+ 0.8	2,032,717	+15.5
New Hampshire	920,610	+24.8	323,493	+43.5
Rhode Island	947,154	- 0.3	338,590	+16.1
Vermont	511,456	+15.0	178,325	+35.0
Mideast	**42,237,496**	**- 0.5%**	**15,029,523**	**+11.8%**
Delaware	595,225	+ 8.6	207,429	+25.9
Dist. of Columbia	637,651	-15.7	252,952	- 3.7
Maryland	4,216,446	+ 7.5	1,460,635	+24.3
New Jersey	7,364,158	+ 2.7	2,548,225	+14.9
New York	17,557,288	- 3.8	6,339,762	+ 7.2
Pennsylvania	11,866,728	+ 0.6	4,220,520	+13.9
Great Lakes	**41,669,738**	**+ 3.5%**	**14,650,797**	**+18.3%**
Illinois	11,418,461	+ 2.8	4,042,744	+15.4
Indiana	5,490,179	+ 5.7	1,926,978	+19.7
Michigan	9,258,344	+ 4.2	3,195,015	+20.4
Ohio	10,797,419	+ 1.3	3,833,706	+16.5
Wisconsin	4,705,335	+ 6.5	1,652,354	+24.3
Plains	**17,184,066**	**+ 5.2%**	**6,205,656**	**+20.4%**
Iowa	2,913,387	+ 3.1	1,052,847	+17.5
Kansas	2,363,208	+ 5.1	872,048	+19.9
Minnesota	4,077,148	+ 7.1	1,445,616	+25.3
Missouri	4,917,444	+ 5.1	1,793,720	+18.0
Nebraska	1,570,006	+ 5.7	571,411	+20.6
North Dakota	652,695	+ 5.6	227,657	+25.4
South Dakota	690,178	+ 3.6	242,357	+20.7
Southeast	**52,646,184**	**+20.1%**	**18,510,142**	**+38.4%**
Alabama	3,890,061	+12.9	1,341,302	+29.7
Arkansas	2,285,513	+18.8	815,664	+32.5
Florida	9,739,992	+43.4	3,741,356	+63.8
Georgia	5,464,265	+19.1	1,872,089	+36.7
Kentucky	3,661,433	+13.7	1,263,565	+28.5
Louisiana	4,203,972	+15.3	1,411,113	+34.1
Mississippi	2,520,638	+13.7	827,169	+29.9
North Carolina	5,874,429	+15.5	2,040,562	+35.2
South Carolina	3,119,208	+20.4	1,029,796	+40.2
Tennessee	4,590,750	+16.9	1,618,361	+33.4
Virginia	5,346,279	+14.9	1,862,854	+34.0
West Virginia	1,949,644	+11.8	686,311	+25.4
Southwest	**21,271,483**	**+28.5%**	**7,444,789**	**+45.6%**
Arizona	2,717,866	+53.1	956,717	+77.4
New Mexico	1,299,968	+27.8	440,575	+52.2
Oklahoma	3,025,266	+18.2	1,118,532	+31.5
Texas	14,228,383	+27.1	4,928,965	+43.5
Rocky Mountain	**6,551,312**	**+30.8%**	**2,283,323**	**+49.3%**
Colorado	2,888,834	+30.7	1,060,822	+53.5
Idaho	943,935	+32.4	324,107	+48.0
Montana	786,690	+13.3	283,742	+30.6
Utah	1,461,037	+37.9	448,603	+50.6
Wyoming	470,816	+41.6	166,049	+58.7
Far West	**32,596,053**	**+20.6%**	**11,890,392**	**+34.9%**
Alaska	400,481	+32.4	131,068	+65.8
California	23,668,562	+18.5	8,630,198	+31.3
Hawaii	965,000	+25.3	294,051	+44.8
Nevada	799,184	+63.5	304,001	+89.9
Oregon	2,632,663	+25.9	991,393	+43.3
Washington	4,130,163	+21.0	1,539,681	+39.3
U.S.	**226,504,825**	**+11.4%**	**80,376,609**	**+26.7%**

Sources: Census Bureau, *U.S. Summary: Final Population and Housing Unit Counts*, PHC80-V-1; special tabulation by Population Division, *Population and Households by Regions, Divisions, and States: 1980 and 1970.*
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drawn even with the northeastern and midwestern regions, representing 49.9% of all consumers.

Today, they probably account for more than half, and their edge will expand in the years ahead. A survey by the Ogilvy & Mather ad agency finds a strong potential for continued migration to the growth centers. Twice as many respondents in the Northeast and Midwest expressed a desire to relocate as compared to the South and West. And, apparently disregarding the views of the Hudson Institute, 75% of the would-be migrants opted for the South or West because of better economic prospects.

This tilt in the balance of power, symbolized by the Houston–Los Angeles axis displacing the New York–Chicago axis, has many implications for marketers. Obviously, southern and western lifestyles will weigh more heavily in the development of new products and services. The laws enacted by Congress will increasingly reflect the concerns of people west of the Mississippi and south of the Mason Dixon line. What's more, the country's perception of the world in all probability will gradually shift from a European orientation to an Asiatic one.

The 1970s brought a dramatic departure from previous trends as growth in nonmetro areas outpaced the metro areas. This was a sharp turnaround from the 1960s, when the metro areas grew four times faster than rural areas.

Stimulating rural growth, says population analyst Calvin Beale, U.S. Dept. of Agriculture, are the energy and other mining developments, resort activities, migrating retirees, urban flight or the back-to-nature movement, and comparatively higher birth rates. He notes that every state except Rhode Island experienced nonmetro growth, but that five states (four in the Northeast, one in the Midwest) suffered declines in metro population.

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locales, they're not straying too far from the reservation. Daniel B. Levine, acting director of the Census Bureau, points out that "about 60% of the nonmetropolitan growth was in counties that abut metropolitan areas."

The continued buildup of rural areas will bring about a shift in sales strategy by marketers. In the past, they concentrated on differences between central city and suburb. In the future, they'll likely be more concerned with the differences between suburbs and rural areas. The trends are already established. Between 1970 and 1980, the central cities' share of U.S. population slipped from 33.4% to 30.0% while the suburban portion rose from 42.2% to 44.8% and the nonmetro share edged up from 24.4% to 25.2%.

Marketers who go after the nonmetro market will find it more complicated than selling to the more compact suburbs and central cities, however. Because rural areas are less densely settled, this means higher unit costs for reaching a given number of prospects. On the other hand, this will give a boost to the newer communications technologies, such as cable TV and direct broadcast satellites.

While there's no discounting the growing preference for nonmetro areas, marketers should be aware that many smaller metros are still posting healthy growth rates. The 12 metros with 2.5 million population or more in 1980 grew only 4.5% in the 1970s, according to an analysis by Richard L. Forstall, staff assistant in the Census Bureau's population division. But the 20 markets with between 1 million and 2.5 million, he adds, had an 11.9% increase, which was more than the all-U.S. average.

"During the 1960s," he says, "the two groups grew at practically the same rate—18.2% for the largest metros, 18.4% for the others." While he hasn't completed his analysis, he expects that markets below the 1

New metro and consolidated areas

Final population counts from the 1980 census led to the creation of 35 new Standard Metropolitan Statistical Areas (SMSAs)—14 in the South, 9 in the West, 7 in the Northeast, and 5 in the Midwest. In size, the new markets range from Victoria, TX, 68,807, to Portsmouth-Dover-Rochester, NH-ME, 415,419. The new metros bring the *Survey*'s total of SMSAs to 305.

One metro area, Rapid City, SD, was eliminated because it failed to meet the new criteria. Briefly, an area qualifies as an SMSA if (1) there is a city of 50,000 population, or (2) an urbanized area of 50,000 with a total metro population of at least 100,000.

The Office of Management and Budget (OMB) also designated three new Standard Consolidated Statistical Areas (SCSAs), which include two or more closely related SMSAs. They are: Dayton-Springfield, OH; Indianapolis-Anderson, IN; and Providence-Fall River, RI-MA. Two existing SCSAs were enlarged with the addition of new metros. Kenosha, WI, was added to the Chicago-Gary, IL-IN, SCSA and Santa Rosa to the San Francisco-Oakland-San Jose, CA, SCSA.

Here are the 35 new metro areas:

State *Market*	*1980* *Pop.*	*% Gain* *1970–80*
CALIFORNIA		
Chico	143,851	41.1%
Redding	115,715	49.0
Visalia-Tulare-Porterville	245,751	30.5
Yuba City	101,979	17.7
FLORIDA		
Fort Walton Beach	109,920	24.6
Ocala	122,488	77.4
GEORGIA		
Athens	130,015	20.7
MAINE		
Bangor	165,429	11.2
MARYLAND		
Cumberland	107,782	0.6%
Hagerstown	113,086	8.9
MICHIGAN		
Benton Harbor	171,276	4.5
MISSOURI		
Joplin	127,513	13.0
NEW HAMPSHIRE		
Portsmouth-Dover-Rochester	415,419	29.4
NEW YORK		
Glens Falls	109,649	7.4
Newburgh-Middletown	259,603	17.1
NORTH CAROLINA		
Hickory	130,207	18.0
Jacksonville	112,784	9.4
Salisbury-Concord	185,081	12.4
OHIO		
Newark	120,981	12.2
OREGON		
Medford	132,456	40.1
PENNSYLVANIA		
Sharon	128,299	0.8
State College	112,760	13.6
SOUTH CAROLINA		
Anderson	133,235	26.3
Florence	110,163	22.9
Rock Hill	106,720	25.2
TEXAS		
Victoria	68,807	28.0
VERMONT		
Burlington	154,935	15.6
VIRGINIA		
Charlottesville	113,568	26.9
Danville	111,789	6.3
WASHINGTON		
Bellingham	106,701	30.2
Bremerton	146,609	44.1
Olympia	124,624	61.6
WISCONSIN		
Sheboygan	100,935	4.4
WYOMING		
Casper	71,856	40.2

Notes: Data are for April 1, 1980, hence will differ from totals in Section C, which are as of Dec. 31, 1980. The New England SMSAs were calculated on the basic of county units, whereas the federal government uses cities and townships for defining New England SMSAs.
Source: S&MM calculations based upon individual state reports from the PHC80-V series of the *1980 Census of Population and Housing*.
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HIGHLIGHT

Postwar tilt in population

Region	*% of U.S. Population* *1980*	 *1950*	*Change*
New England	5.5%	6.2%	−0.7
Mideast	18.6	22.2	−3.2
Great Lakes	18.4	20.1	−1.7
Plains	7.6	9.3	−1.7
Southeast	23.2	22.3	+0.9
Southwest	9.4	7.5	+1.9
Rocky Mountain	2.9	2.3	+0.6
Far West	14.4	10.1	+4.3

Source: S&MM calculations.
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million level will show even faster growth rates for the 1970s that will eclipse the non-metros' 15.1% gain.

The pattern of slower growth among the largest markets prevailed in all four major regions except the South. There, the biggest metros grew 24.0% vs. 18.8% for the 1 million–2.5 million group. Forstall reasons: "The South still has sizable concentrations of farm or other rural population from which many young people still move to large cities when they enter the labor force."

The fastest growing metro markets are lopsidedly bunched up in just two states. Among the 25 markets with the steepest growth rates in the 1970s, 10 are in Florida and 5 in Texas. Three of the top five are in Florida: Fort Myers-Cape Coral, in first place with 94%; third-ranked Sarasota, 68%; and fifth-ranked Fort Lauderdale-Hollywood, 62%.

HIGHLIGHT

Fastest growing markets in the 1970s

Growth Rank	Metro Area	% Increase 1970–80	Population 1980
1.	Fort Myers-Cape Coral, FL	94.2%	204,314
2.	Las Vegas, NV	69.1	462,218
3.	Sarasota, FL	67.5	201,731
4.	Fort Collins, CO	66.0	149,278
5.	Fort Lauderdale-Hollywood, FL	62.2	1,005,507
6.	Bryan-College Station, TX	61.2	93,487
7.	Reno, NV	60.1	193,870
8.	West Palm Beach-Boca Raton, FL	58.2	551,961
9.	Provo-Orem, UT	57.7	217,281
10.	Phoenix, AZ	55.6	1,511,552
11.	McAllen-Pharr-Edinburg, TX	54.2	279,857
12.	Boise, ID	54.0	172,843
13.	Richland-Kennewick-Pasco, WA	53.5	143,287
14.	Orlando, FL	53.3	694,645
15.	Tucson, AZ	51.2	531,896
16.	Santa Cruz, CA	51.0	186,873
17.	Bradenton, FL	50.4	146,048
18.	Brownsville-Harlingen-San Benito, TX	48.3	208,222
19.	Daytona Beach, FL	48.0	250,924
20.	Austin, TX	47.8	532,811
21.	Houston, TX	44.6	2,891,146
22.	Tallahassee, FL	43.6	157,076
23.	Santa Rosa, CA	42.7	292,275
24.	Tampa-St. Petersburg, FL	42.4	1,550,035
25.	Lakeland-Winter Haven, FL	40.9	321,919

Source: Census Bureau.
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All told, 10 of the 25 fastest growing markets are in the Southeast, 7 in the Southwest, 5 in the Far West, and 3 in the Rocky Mountains. Further confirming the regional disparities is the fact that among the 28 metro markets with a shrinking population 8 are in New England, 10 in the Mideast, 9 in the Great Lakes, and 1 in the Rocky Mountain sector. The biggest metro losers: New York, NY, down 9.0%; Jersey City, NJ, 8.6%; Cleveland, 8.1%; Buffalo, 8.0%, and Utica-Rome, NY, 6.2%.

Despite the popular image of a lemming-like exodus from urban centers, most of the major cities (100,000 or more population) ended the decade with more inhabitants than at the start. But none of the 23 major cities in the Northeast, and only 8 of 39 in the Midwest, enjoyed an increase. In contrast, 46 of 60 major cities in the South, as well as 39 of 47 in the West, achieved population gains.

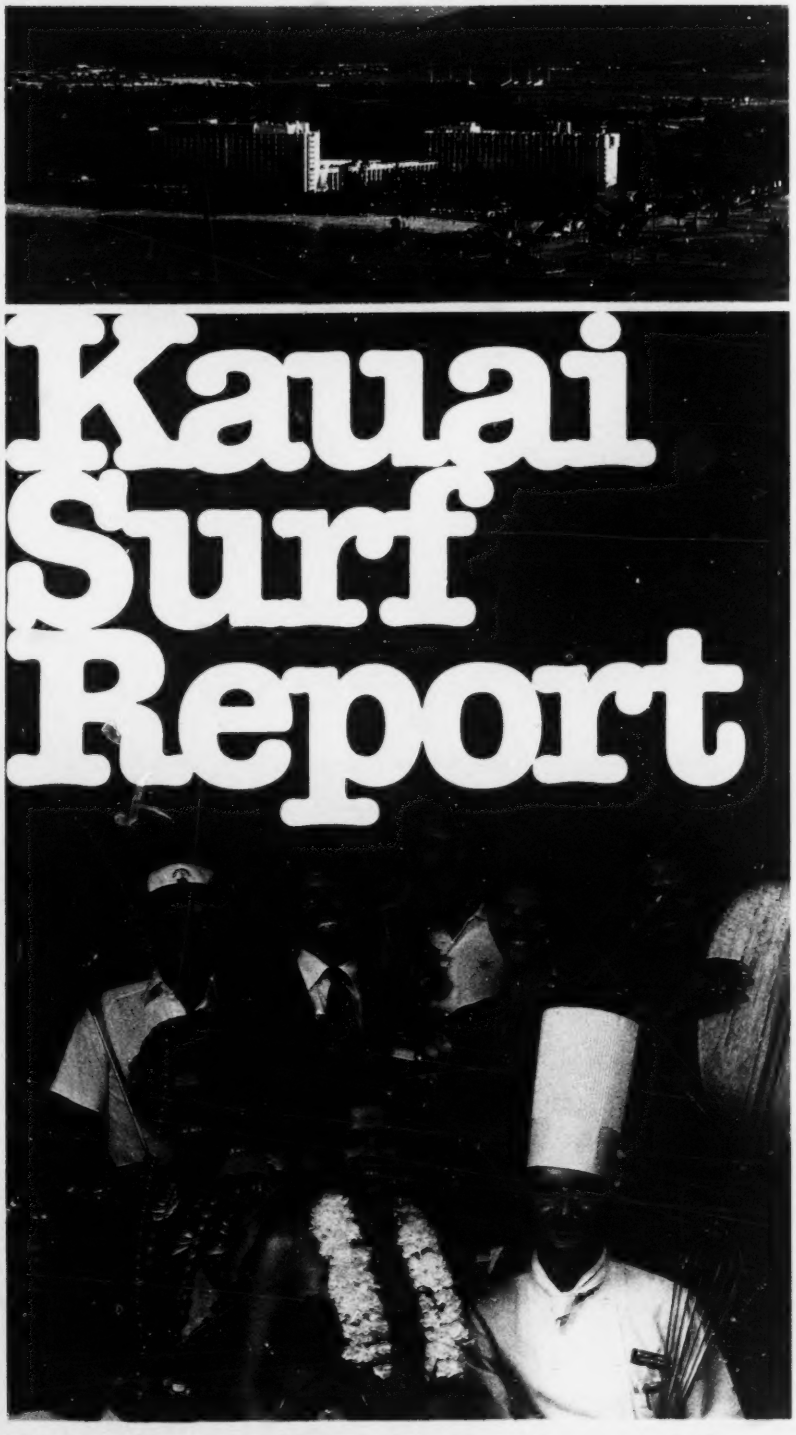
Several major cities, all but one of which are in the South or West, scored spectacular gains. Anchorage, AK; Mesa, AZ; and Aurora, CO, more than doubled the number of consumers. Gains of better than 50% were racked up by Lexington-Fayette, KY; Sterling Heights, MI; Arlington, TX; Modesto, CA; Garland, TX; Tempe, AZ; Colorado Springs, CO; Virginia Beach, VA; Bakersfield, CA; and Oxnard, CA.

As in the case of metro mar-

When to expect 1980 census reports

Code Number	Title of Report	Tentative Release Dates	Format
PC80-1-A	Number of Inhabitants	July 1981–Dec. 1981	Book
PC80-1-B	General Population Characteristics	Oct. 1981–Mar. 1982	Book
HC80-1-A	General Housing Characteristics	Oct. 1981–Mar. 1982	Book
PHC80-1	Block Statistics	Nov. 1981–Apr. 1982	Microfiche
PHC80-3	Summary Characteristics for Governmental Units and Standard Metropolitan Statistical Areas	Jan. 1982–July 1982	Book
PC80-1-C	General Social and Economic Characteristics	June 1982–Dec. 1982	Book
HC80-1-B	Detailed Housing Characteristics	June 1982–Dec. 1982	Book
PHC80-2	Census Tracts	June 1982–Jan. 1983	Microfiche
PC80-1-D	Detailed Population Characteristics	Jan. 1983–Sept. 1983	Microfiche
HC80-2	Metropolitan Housing Characteristics	Jan. 1983–Oct. 1983	Microfiche

Note: The reports will be issued on a flow basis for individual states, followed by a U.S. Summary report.



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kets, it's the biggest cities that are hurting the most, with distinctive regional variations. The 10 biggest cities in the Northeast suffered a collective 12.6% loss of consumers, and their counterparts in the Midwest an even greater 13.5% loss. In the South, the biggest cities were at a virtual standoff, dipping a slight 0.4%. The West's big 10 bucked the trend, scoring a 12.9% gain.

Many observers see the Houston–Los Angeles axis setting the tempo for the future just as the New York–Chicago axis has until now. The 1970s underscored that power shift. Houston's population swelled 29.2%, to 1.6 million, while Los Angeles's rose 5.5%, to a shade under 3 million. Moving in the opposite direction, New York City's population declined 10.4%, to 7.1 million, while Chicago's plunged 10.8%, to 3 million.

Ethnic markets will figure more importantly in marketers' sales strategies, if the results of the 1980 decennial census are an indication. For one thing, the two biggest minorities posted above-average growth rates: blacks increasing 17.3%, to 26.5 million, Hispanics 61%, to 14.6 million. For another, the two increased their relative importance in many local markets.

Part of their faster growth is due to a younger age mix and higher birth rates. The Hispanics' unusual growth is also due, say Census Bureau officials, to greatly increased immigration, improved questionnaire design, more efficient census taking, and an effective public relations campaign by community groups.

Twelve states now have more than one million blacks, up from nine in 1970. The newcomers: Michigan, Ohio, and Virginia. Black population increased more rapidly than total population in all of the regions but two, Southesast and Southwest. The strongest black gains were in the Rocky Mountain, up 49%; Far West, 33%; and

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HIGHLIGHT

Leading black markets

Rank	City	Black Pop. 1980	% Of City Pop.	% Of U.S. Black Pop.
1.	New York, NY	1,784,124	25.2%	6.7%
2.	Chicago, IL	1,197,000	39.8	4.5
3.	Detroit, MI	758,939	63.1	2.9
4.	Philadelphia, PA	638,878	37.8	2.4
5.	Los Angeles, CA	505,208	17.0	1.9
6.	Washington, DC	448,229	70.3	1.7
7.	Houston, TX	440,257	27.6	1.7
8.	Baltimore, MD	431,151	54.8	1.6
9.	New Orleans, LA	308,136	55.3	1.2
10.	Memphis, TN	307,702	47.6	1.2
11.	Atlanta, GA	282,912	66.6	1.1
12.	Dallas, TX	265,594	29.4	1.0
13.	Cleveland, OH	251,347	43.8	0.9
14.	St. Louis, MO	206,386	45.6	0.8
15.	Newark, NJ	191,743	58.2	0.7
16.	Oakland, CA	159,234	46.9	0.6
17.	Birmingham, AL	158,223	55.6	0.6
18.	Indianapolis, IN	152,626	21.8	0.6
19.	Milwaukee, WI	146,940	23.1	0.6
20.	Jacksonville, FL	137,324	25.4	0.5
21.	Cincinnati, OH	130,467	33.8	0.5
22.	Boston, MA	126,229	22.4	0.5
23.	Columbus, OH	124,880	22.1	0.5
24.	Kansas City, MO	122,699	27.4	0.5
25.	Richmond, VA	112,357	51.3	0.4
26.	Gary, IN	107,644	70.8	0.4
27.	Nashville-Davidson, TN	105,942	23.3	0.4
28.	Pittsburgh, PA	101,813	24.0	0.4

Source: S&MM calculations based upon a tabulation of 1980 census data by the Population Division, Census Bureau, titled *Cities of 50,000 or More by Race and Spanish Origin: 1980.*
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Leading Hispanic markets

Rank	City	Hispanic Pop. 1980	% Of City Pop.	% Of U.S. Hispanic Pop.
1.	New York, NY	1,405,957	19.9%	9.6%
2.	Los Angeles, CA	815,989	27.5	5.6
3.	Chicago, IL	422,061	14.0	2.9
4.	San Antonio, TX	421,774	53.7	2.9
5.	Houston, TX	281,224	17.6	1.9
6.	El Paso, TX	265,819	62.5	1.8
7.	Miami, FL	194,087	55.9	1.3
8.	San Jose, CA	140,574	22.1	1.0
9.	San Diego, CA	130,610	14.9	0.9
10.	Phoenix, AZ	115,572	14.6	0.8
11.	Albuquerque, NM	112,084	33.8	0.8
12.	Dallas, TX	111,082	12.3	0.8
13.	Corpus Christi, TX	108,175	46.6	0.7
14.	Hialeah, FL	107,908	74.3	0.7
15.	Denver, CO	91,937	18.7	0.6
16.	Santa Ana, CA	90,646	44.5	0.6
17.	Laredo, TX	85,076	93.0	0.6
18.	San Francisco, CA	83,373	12.3	0.6
19.	Tucson, AZ	82,189	24.9	0.6
20.	Brownsville, TX	71,139	83.7	0.5
21.	Austin, TX	64,766	18.7	0.4
22.	Philadelphia, PA	63,570	3.8	0.4
23.	Newark, NJ	61,254	18.6	0.4
24.	Fresno, CA	51,489	23.6	0.4
25.	Long Beach, CA	50,700	14.0	0.3

Source: S&MM calculations based on a summary prepared by the Population Div. of the Census Bureau, *Cities of 50,000 or More by Race and Spanish Origin.*
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New England, 20%. However, their presence is still relatively rare in two of those regions: Rocky Mountain, where they account for less than 2% of the population, and New England, 4%.

As a result of their faster growth, blacks account for 11.7% of the U.S. population but a bigger 20.2% in the Southeast and 13.9% in the Mideast. Hispanics represent 6.4% of the total population, which means the time is not far off when these two minorities will represent one of every five sales prospects.

One factor that makes the ethnic market an attractive sales target is its high degree of concentration. Some 66% of blacks live in the 12 states that have 1 million or more inhabitants, and more than 60% of Hispanics dwell in only three states: California, Texas, and New York.

Among the major metro areas, blacks and Hispanics combined represent more than 30% of the consumers in eight markets. They are: Miami, 52.9%; San Antonio, 51.7%; Memphis, 40.8%; Los Angeles-Long Beach, 40.2%; New York, 37.7%; New Orleans, 36.7%; Houston, 32.8%; and Washington, DC, 31.0%.

While more than half of blacks still live in central cities, the 1970s saw the beginnings of a significant shift to the suburbs along the lines of what whites had done three decades earlier. Overall, blacks still account for a small fraction of suburbanites, but in several major markets that share rose significantly in the 1970s. Blacks' share of suburban population rose from 8.3% in 1970 to 16.7% in 1980 in Washigton, DC; 8.4% to 13.5% in Atlanta; 8.8% to 13.8% in Newark, NJ; 3.4% to 7.1% in Cleveland; 7.0% to 10.6% in St. Louis; 6.2% to 9.6% in Los Angeles-Long Beach, and 6.0% to 9.1% in Baltimore.

This is but one of the many surprising, but valuable, pointers the 1980 decennial census has in store for marketers.

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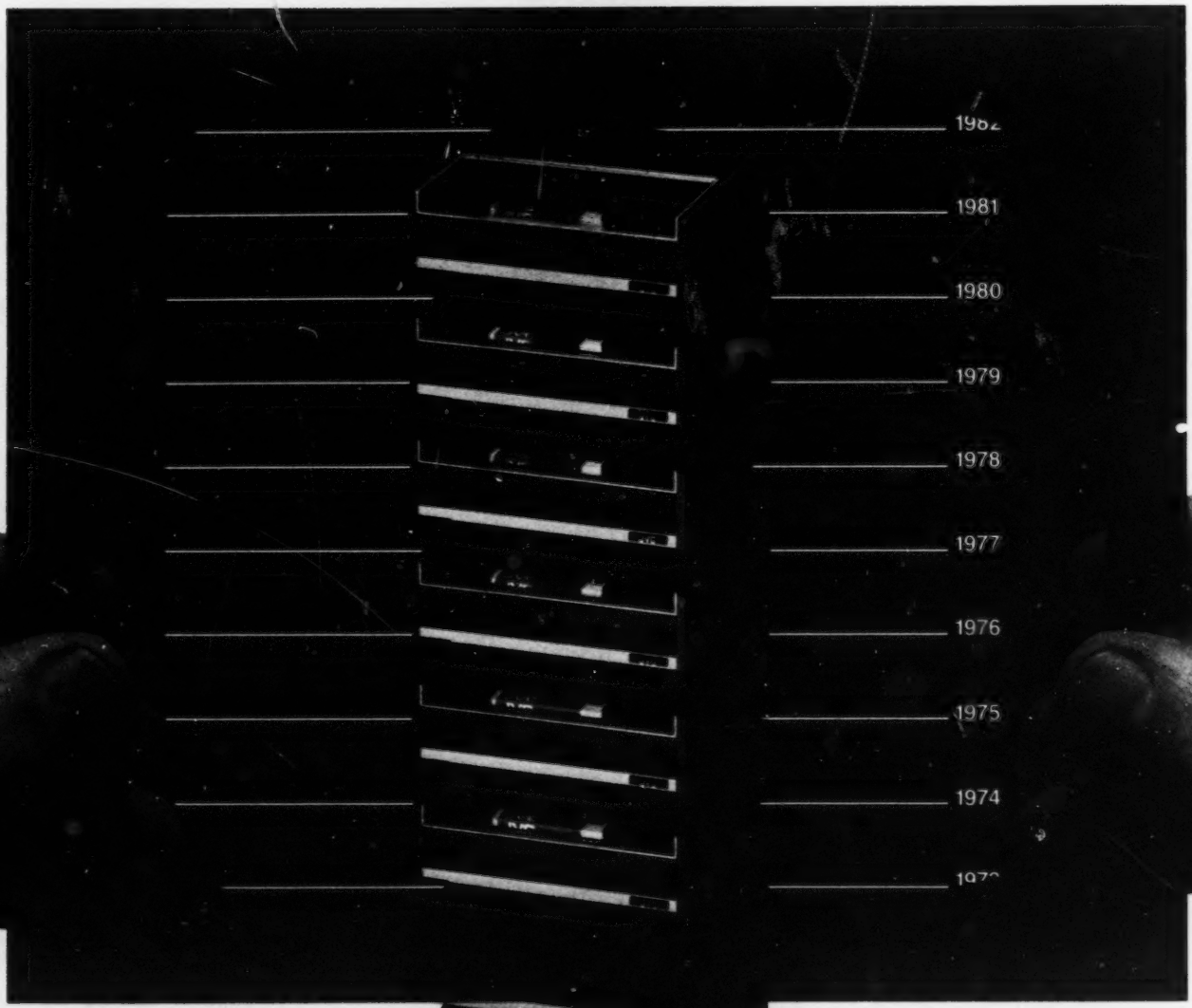

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S&MM Markets Planning Guide

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Do you want to estimate the market potential for a new product? Set your quotas for next year? Review sales by territory compared to national sales averages? Project sales forecasts? Determine the best allocation of media expenditures? For these and many other sales management tasks, *Sales & Marketing Management's Survey of Buying Power* is an invaluable tool.

The *Survey* is rich with facts about people, their buying power, their spending patterns—in short, a wealth of information that sales managers need when making crucial decisions. Whether the challenge is to plan for the coming year, organize the current year, or review the previous year, the *Survey* helps you meet it. Increased competition in the marketplace, the rising cost of bad decisions that rivals are quick to exploit, and the growing emphasis placed on scientific decision-making all make the *Survey* required reading for the sales manager who wants to work smarter, not just harder.

Below, we show how companies use the *Survey* in three vital phases of sales management—planning, organization, and review.

HIGHLIGHT

States by household size

The smallest . . .

Rank	State	Persons Per Household	% Change 1970–80
1.	Dist. of Columbia	2.39	–12.1%
2.	Florida	2.55	–12.1
3.	Nevada	2.59	–13.4
4.	Oregon	2.60	–11.6
5.	Washington	2.61	–12.4
6.	Kansas	2.62	–11.8
6.	Oklahoma	2.62	– 9.7
8.	Colorado	2.65	–14.0
9.	Nebraska	2.66	–11.8
10.	Missouri	2.67	–10.4
. . . and the largest			
51.	Utah	3.20	– 7.5%
50.	Hawaii	3.15	–12.3
49.	Mississippi	2.97	–12.4
48.	Alaska	2.93	–16.8
48.	South Carolina	2.93	–13.6
46.	Louisiana	2.91	–13.6
45.	New Mexico	2.90	–15.5
44.	Idaho	2.85	–10.1
43.	Georgia	2.84	–12.6
43.	Michigan	2.84	–13.1
43.	New Jersey	2.84	–10.4
43.	Alabama	2.84	–12.6
	U.S.	**2.75**	**–11.6%**

Source: Census Bureau, *Population and Households by Regions, Divisions, and States: 1980 and 1970.*

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PLANNING

Test Marketing

Earlier this year, Clairol, Inc., wanted to test market a new home-permanent product. George W. Matson, senior director of sales merchandising, studied the *1980 Survey of Buying Power*'s metropolitan market statistics, in Section C. "The *Survey* is one of the most important tools we use to try to determine where to test market our items," Matson says. "And because we have more than 350 items, we're always test marketing something somewhere."

Matson wanted to determine which of Clairol's 15 sales regions contained the most potential consumers for the home permanent product: women older than 35 and households with incomes of between $10,000 and $25,000 a year. "We found that our Cleveland region, which includes Cleveland, Pittsburgh, and Buffalo, had the most, so we decided to test market the product there," Matson says (see table, p. A-20).

Matson looked at two other *Survey* categories as well before settling with certainty on the Cleveland sales region. He checked the Effective Buying Income (EBI) and the Buying Power Index (BPI) of the major cities and counties in that sales region to insure that the targeted consumers for the home permanent did, indeed, have enough disposable income to spend on such a product.

When the EBI and the BPI confirmed the overall market potential and ability to buy, Clairol put its test marketing in gear.

Market Selection

When deregulation began sweeping through the airline industry four years ago, British Airways, London, saw it as a chance to expand its service in the U.S. "We had to determine the metropolitan areas that held the most potential for our service," John Power, market analysis manager, U.S.A., says. "Because you have to be flexible and be able to react quickly to survive in this industry today, we have to continually update our research. The *Survey*, along with other data that we use, enables us to pinpoint the metro areas where we want to operate by giving us

Clairol: Selecting test markets

Metro Area	Age As % Of Population 18–24	25–34	35–49	50 & Over	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	BPI	Total EBI ($000)
Buffalo	12.4	14.3	**17.2**	**28.0**	4.9	15.8	**35.7**	23.4	.5644	$ 9,196,155
Pittsburgh	11.6	14.4	**17.9**	**30.7**	4.6	13.6	**34.5**	28.4	1.0156	16,718,077
Cleveland	12.3	16.0	**17.7**	**26.6**	3.8	10.9	**31.0**	38.2	.9528	16,079,692

When it wanted to test market a new home-permanent product, Clairol used the "Survey" to determine which of the company's regions contained the most older adults and moderate to high income groups.

Elizabeth Arden: Analyzing markets

Metro Area	% Of U.S. Population	General Mdse. Sales	Drugstore Sales	% Of Company's Total U.S. Sales	Relative Strength Index
Anniston, AL	.0541	$ 49,982	$ 12,538	.0390	**.721**
Birmingham, AL	.3743	429,430	104,878	.4035	**1.078**
Florence, AL	.0584	68,869	11,495	.0452	**.774**

Elizabeth Arden's formula for market analysis provides a Relative Strength Index in which 1.000 is the norm. Using hypothetical numbers for the purpose of illustration, the table above shows that sales in Anniston and Florence fell below expectations, but were stronger than expected in Birmingham.

Pennsylvania Dutch Co.: Setting quotas with the BPI

State	BPI	BPI × Total U.S. Sales ($10,000,000)	Company's State Sales	Quota Performance
New Hampshire	.4010	$ 40,100	$ 75,000	**1.87**
Massachusetts	2.5941	259,410	200,000	**.77**
Vermont	.2017	20,170	20,000	**.99**

Pennsylvania Dutch Co. uses the BPI to help set sales quotas in each state. Then the company divides actual state sales by the BPI-indicated sales potential, with 1.00 representing the norm. In the table above, hypothetical sales figures are used for the purpose of illustration.

population and demographic breakdowns. It enables us to forecast remarkably well."

For example, after deregulation hit, Power saw that the cities of Seattle, Denver, Cleveland, Pittsburgh, New Orleans, and Tampa were, as he puts it, "up for grabs. We looked at them further and set priorities for them." For each metropolitan market, Power broke out the statistics that helped him determine how many people fit his airline's passenger profile.

"At first glance, you'd think that we'd be interested in cities like Cleveland and Pittsburgh because they are corporate and industrial centers with solid individual economic bases," Power notes. "But of those six cities, the two we're operating out of today are Seattle and New Orleans."

Why? Power lopped from each metro area households with incomes under $25,000 a year, focussed on the number of men in each market instead of women (because men do more business travelling than women), and used government statistics to determine how many passport holders live in each market. That done, he discovered that Seattle and New Orleans held far more promise for British Airways than Pittsburgh and Cleveland.

"The *Survey* gives me the three pieces of information that we need to combine with our other data and that show us where we want to be: population, household income groups, and average household income," Power says.

Market Evaluation

The Pottery Barn, Inc., New York City, a privately owned company that sells contemporary housewares in 18 retail outlets in the greater New York area, has been so successful in recent years in the nation's largest metropolitan market that it is considering an expansion into other markets via franchising. As a result, vice president for advertising Arlene Hearst used S&MM's *Survey of Buying Power* for the first time in 1980.

"We use it to help us determine where Pottery Barn franchises would be successful should we decide to pursue that course," she says. In making that determination, the company is looking for metropolitan markets that show strength in BPI, EBI, and retail sales and have a high concentration of (1) persons between the ages of 25 and 49 and (2) households with incomes of over $15,000.

"The *Survey* won't only help us decide whether to franchise, but especially where," Ms. Hearst says.

Sales Territory Potential

For James Ethridge, president of Howe Furniture Corp., New York City, the *Survey* is "a valuable tool in determining the potential of a sales territory," even though he sells only industrial furniture.

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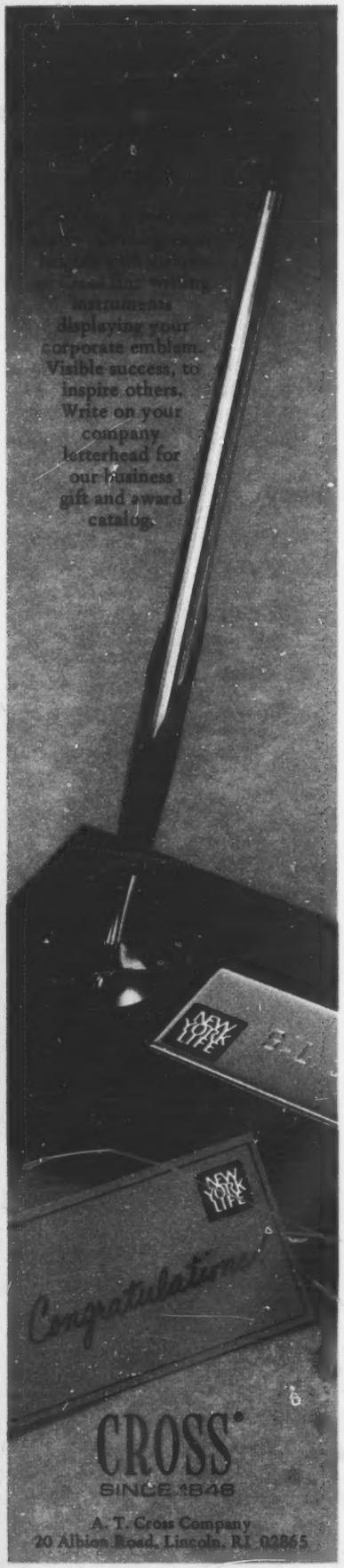


fices, institutions and the like," Ethridge says. "But the BPI is a good yardstick for me to evaluate whether my sales reps are getting their share in their territories."

For example, he notes the state of Michigan has a BPI of 4.3879, "but the auto industry is in a slump so a decrease in my sales there is understandable." Generally, Ethridge says, a healthy BPI indicates a strong industrial market for his goods. "The correlation is reliable," he says.

Sales Strategy

At Elizabeth Arden, New York City, the most important figures provided by the *Survey* are the retail sales by store group, specifically general merchandise group sales and drugstore sales, because that's where Elizabeth Arden products are sold. "We set up a computer report for our sales along the same lines as the *Survey* is set up—county by county," says Sandra Betner, national sales analyst (see table, p. A-20).

The first county listed in the *Survey* is Anniston, AL, population 120,000, which represents .0541% of the U.S. total. "Our computer gives me the accounts we have in Anniston, broken down by department [general merchandise] and drug stores, and what our total sales were in each," Betner says. "I then get a total sales figure for Anniston County and figure what percentage it was of our national sales. When I compare that to the percentage of the total U.S. market that Anniston represents, I get what we call our 'relative strength' figure. This is what we're really looking for."

Betner does the same calculation for each state and for each geographic region, such as Middle Atlantic, Mountain, and Pacific. Her analysis of the statistics revealed that in 1980, "the areas showing the strongest increase in sales also showed the strongest relative strength figure and those with the weakest increases showed the weakest relative strength." This tells Elizabeth Arden that its growth rate in 1980 was faster in its stronger markets than in its weaker markets.

For Elizabeth Arden, the *Survey* is a key to strategy planning for each year, telling the company where to focus its efforts. "It's the only outside data we use," Betner notes. "Without the *Survey*, all we'd really have to use in planning the coming year is this year's sales versus last year's."

ORGANIZATION

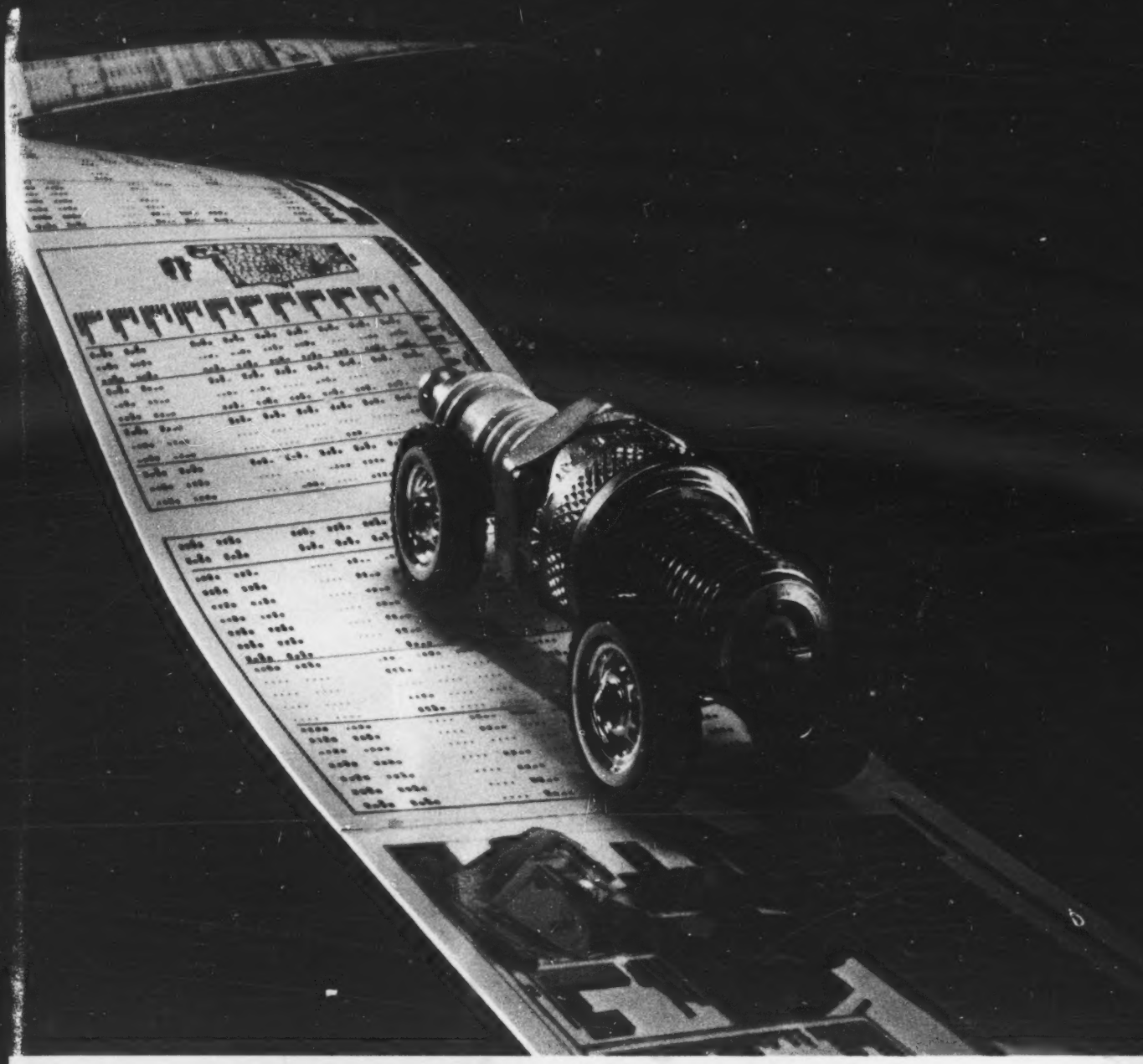
Market Analysis

For F.W. Woolworth Co., often the difference between success or failure for a particular store is the location, says Martin B. Tolep, corporate economist. "It's a critical factor, on a par with consumer spending levels," he says. "And when you're talking about location, you've got to be specific and precise. Everybody can say Sunbelt. That's easy. But it doesn't tell us enough."

Tolep gets many specifics from the *Survey*. "I look at three figures for each market—income, age distribution, and retail sales. The retail sales totals, broken down by type of outlet in the *Survey*, are very important to us, and we can't get that kind of information from the government or elsewhere."

Tolep also follows population shifts because Woolworth prefers to position itself in smaller towns with good growth, but not too big, and without too much competition. "They're hard to find, however, and the *Survey* helps with its county-by-county breakdowns," he says.

Tolep gives this example of how Woolworth uses the *Survey* in its organization and planning strategies: Two years ago, the company began opening stores under the J. Branam name, which carries off-price brand-name merchandise. "We wanted each store to be within reach of one of our warehouse facilities," he explains. "And we were interested in selling primarily to people over 55 who don't have a substantial income



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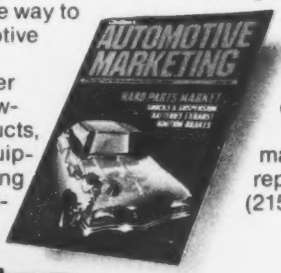

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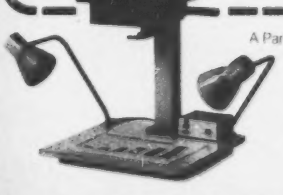

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but who do have a steady income, because we were not interested in 'welfare city'. We also wanted to be in areas where we already do well or are on the verge of doing well."

One location selected was West Palm Beach, FL, in which, the *Surveys* have shown, a significant percentage of the residents are over 50 and many households have incomes between $10,000 and $25,000. Woolworth now has a strong sales record in the area, and a warehouse is located in the nearby Miami area. Says Tolep: "The *Survey* is a good source for us. It does a good job."

Sales Force Deployment

Another aspect of organization is the deployment of the sales force, and here, too, the *Survey* is helpful. Both Clairol and British Airways use it to discover population shifts that may require a realignment of manpower. "Our objective is to keep our cost-of-sale-as-percent-of-sale constant," says Clairol's Matson. "So rather than hire new people, we move our people to areas where we need them. We have as large a sales force as we want, but where we want them is often changing.

"Right now, for example, we're moving more of our people into our top markets in the Sunbelt and the Far West and out of declining areas in the Northeast." Here the BPI and EBI come into play, Matson notes, because population decline alone will not necessarily indicate a market decline. Only if there is a corresponding drop in BPI and EBI will Clairol consider removing a salesperson from an area to put him in a growth market.

Similarly, at British Airways, the focus is on the future, says market analyst Power. "We have 22 offices in the U.S., and it's vitally important for us to watch industrial trends. The traditional industrial areas of the Northeast are beginning to give way to the Sunbelt, where much of the new industrial development is occurring.

"So when we consider our allocation of staff resources, we realize that we can't remain locked into the traditional industrial areas, although that's where most of our traffic is now. But we want to be where the future is, not just the present. The *Survey*, along with other data, has convinced us to move some of our people into the Sunbelt."

Allocating Media Spending

Advertising people also find broad use for the *Survey*. Not only does it help them analyze markets for their clients, but it also enables them to go the next step and recommend the wisest allocation of advertising dollars within those markets. "We use the numbers to determine market strengths and weaknesses for our clients," says Jeffrey S. Todder, media director of Fisher-Feld, Inc., New York City.

"We look at the country market-by-market for the client as divided in the *Survey*, contrast-

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ing the client's sales as a percentage of his total to that market's percentage of total national sales," he says. "That way, if the market's sales percentage of the national total were higher than the client's sales percentage in that market compared to his total, we would know that that market had good potential for the client."

Once a market is targeted as having good growth potential, the *Survey* helps determine the advertising strategy for that market. In a market with a low EBI, BPI, and level of retail sales, the spending rate of advertising per dollar of sales potential will be much lower than a market where opposite economic conditions exist, Todder says.

REVIEW

Measuring Sales Performance

In the same way that the *Survey* helps businesses plan for the coming year, it helps them review the previous one. Take the case of Roy B. Unger, group vice president of Sealy, Inc., and head of the company's marketing operation. For years, Unger has used the BPI as a standard for measuring the performance of the 494 trading areas served by Sealy's 31 manufacturing plants.

"We do a quarterly report that measures how each trading area is performing by calculating each area's share of the total BPI as it compares to its share of total company sales," Unger explains. "This serves as a very good measuring stick for us to review each quarter's performance in each trading area."

Each report is organized so that the trading areas are listed in sequence from the highest BPI to the lowest, "because the higher the BPI, the more important the trading area is to us," Unger says.

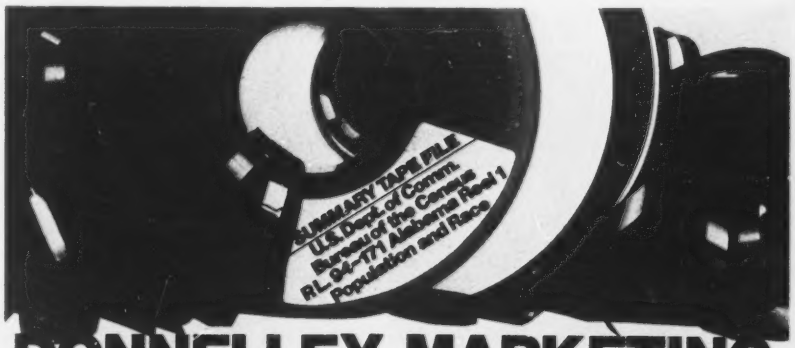
Unger finds other uses for the *Survey* as well. "It helps us give the major retailers we work with a picture of what their market looks like and what their potential is in that market," he says. "It's an effective tool for key-account presentations."

Sales Analysis

The BPI is equally important to John Flood, assistant vice president for sales and marketing at Pennsylvania Dutch Co., a Mount Holly Springs, PA, confectioner. "The BPI is a great source of information and knowledge for our company," Flood says. "It lets us see where we stand in the spectrum of U.S. sales" (see table, p. A-20).

At the end of each year, Flood breaks down his company's total sales volume by state. He then takes from the *Survey* each state's BPI and multiplies it by the company's total volume to get his own sales projection for that state. Next he takes the company's total sales for the state and divides the figures by the projected sales. The result is a figure that gives Flood a precise indication of the company's performance in that state.

For example, the *1980 Sur-*



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vey showed that New Hampshire's BPI was .4010. Using hypothetical numbers for the purpose of illustration, assume that the company's national sales volume last year was $10 million. Flood would multiply that by the state's BPI to get a rounded figure of $40,000. Also assume that the company's New Hampshire sales in 1980 were $75,000. Flood then divides that figure by the $40,000 for a figure of 1.87. Using 1.00 as the norm, this tells Flood that he had a good year in New Hampshire.

"The *Survey* is valuable when used this way, because it allows us to make comparisons in each state on the basis of that state's economic condition, which is an important way to measure success," Flood says. "It establishes our sales against the state's overall performance."

♦ ♦ ♦

Planning, organization, and review are usually inextricably intertwined. Elizabeth Arden's Sandra Betner says, "We plan for the next year by reviewing the last year," while organizing this year continues daily.

Her words are echoed by British Airways' Power, who says, "The planning process starts with a reviewing process. To plan for the future and see where we want to be down the road, we go back and look at each possible service area's record in terms of population changes, income changes, the whole scope of demographic and economic fluctuations." Both Betner and Power, as do others, testify that the *Survey* is their constant companion in that process.

Indeed, there is virtually no limit to the uses to which the *Survey* can be put by the manager who is determined, and eager, to support his notions with marketing facts and figures. As Sealy's Roy Unger puts it, "The *Survey* is excellent because it provides the hard numbers to support the notion that, hey, there's more business out there, but where? The *Survey* helps you find out."

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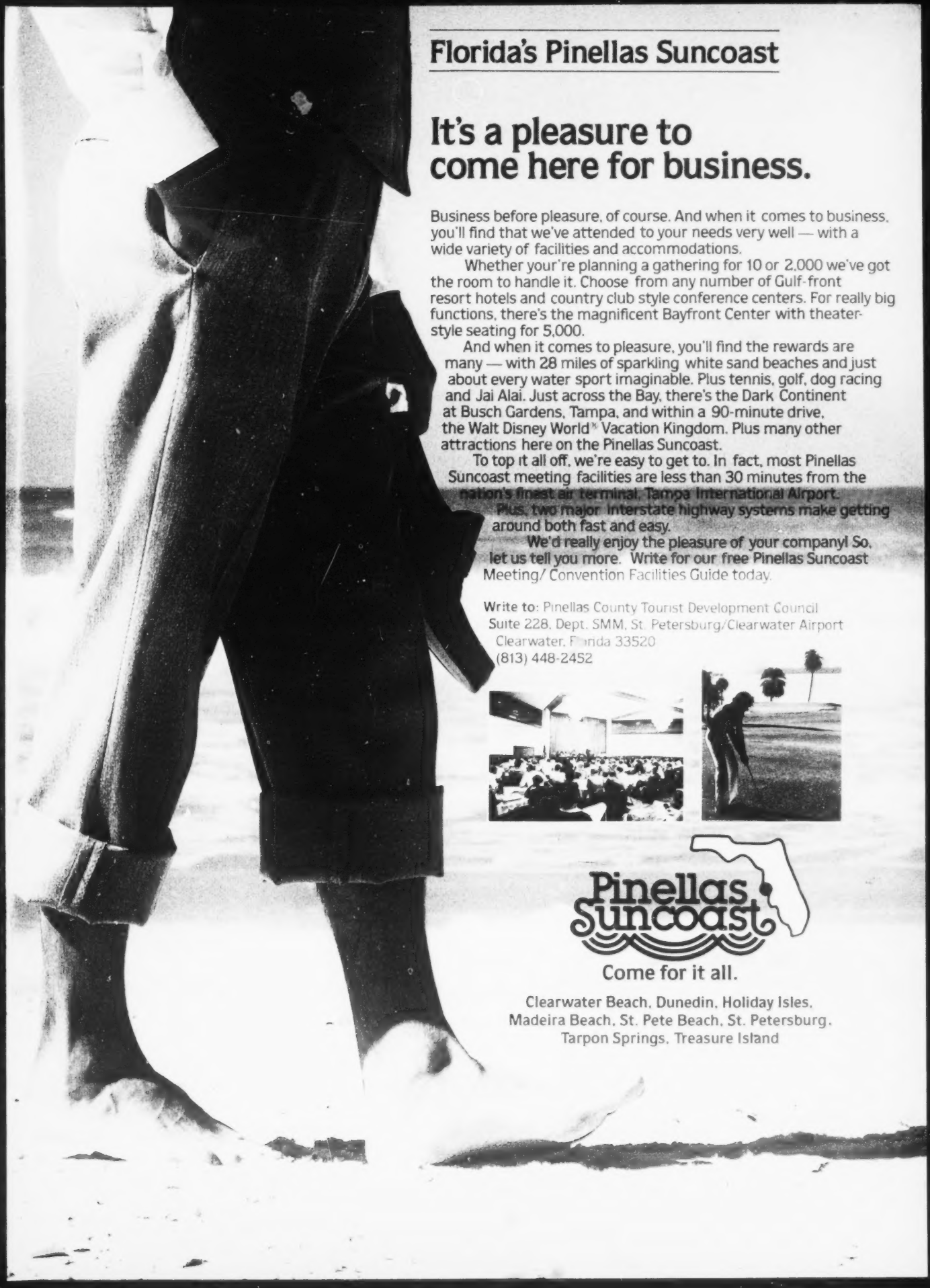

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The 1980 census—Where is it?

By EDWARD J. SPAR
President, Market Statistics

On Dec. 31, 1980, the director of the Bureau of the Census reported to the President that as of Apr. 1, 1980, the total population of the U.S. was 226,504,825. Were it not for a last minute decision by the Supreme Court, the director would have been unable to present this figure. The court temporarily put aside a lower court ruling that the 1980 census counts had to be adjusted because of the supposed undercount in New York City; the counts, of course, could not be presented without the adjustment. Thus ended Round One in what will probably be the most disputed set of census figures ever.

The director, when delivering the data to the President, noted, "We can say without qualification that this has been by far the most accurate census ever, a census that comes as close as possible to reflecting the actual number of citizens in this country." This statement was made although both the cities of Detroit and New York had won court cases based upon their claims that the bureau had missed substantial numbers of people in their localities. Indeed, in June, the outcome in each of the court cases filed by Detroit and New York City was reversed in federal appeals courts. (If either city wished to push the issue, the next step would be the Supreme Court.)

But, realistically, is there an undercount? Of course. Given our free society, where we fortunately have no enforced identification system, we must rely on each individual to respond to the census. At the same time, there are people who have a justified fear of responding to any governmental probe—even though individual census data is truly confidential and cannot be released to any other agency. For example, convincing an illegal alien to let the government know where he is is quite a task. Also, getting the welfare recipient, who fears losing dollars, to respond is close to impossible. And just finding transients is almost an insurmountable task. The result: there is an undercount and the cries from the cities that people have been missed are very legitimate.

Then how do we find a way of supporting the director's claim? Let's look at some numbers.

Table 1 shows how good a job at finding people the Census Bureau actually did. We see that based upon the known data, namely births, deaths, and in-migration, the expected count should have been about 220.7 million. The latest estimate of those who were missed in 1970 was 5.3 million. These do *not* include illegal aliens. Therefore, given that the actual count is 226.5 million, and assuming that illegals do not respond to the census, the bureau has done an excellent job and avoided an undercount. But since we know that some undercount exists, the bureau must, therefore, have also counted some of the illegals because, as shown in Table 2, it found 5.8 million more residents than it had expected.

However, now the question that must be answered is, should the bureau adjust for those areas where an undercount did occur?

The bureau has responded that because (1) the new count includes illegal aliens and (2) there is no way to determine how many of them were counted or missed (along with the "legals" who were missed), there is no way to accurately measure the undercount. The bureau argues that it cannot adjust for something that it cannot measure. Ultimately, the Supreme Court may have to decide this issue. Until then, what we see is what we've got. And its quality is very good.

But what have we seen so far? Not very much, unfortunately. All that is available to date is:

- Population by race and Spanish origin (all areas)
- Housing units (to the place level)
- Households (to the county level)
- Age and sex (to the state level).

And that's it.

TABLE 1
Population estimate (000)

1970 census	203,235
1970–1980 births	+ 33,239
1970–1980 deaths	– 19,275
1970–1980 net in-migration	+ 3,485
Expected 1980 count	220,684
Census Bureau estimated undercount from 1970 census	+ 5,328
Estimated "True" 1980 count	226,012

TABLE 2
Increase in accuracy (000)

Actual	226,505
Expected 1980 count	– 220,684
Increased accuracy	5,821

TABLE 3
1970–1980 population comparison

	1980 Pop.	*1970 Pop.*	*1980 (%)*	*1970 (%)*
White	188,340,790	177,748,975	83.2	87.5
Black	26,488,218	22,580,289	11.7	11.1
Indian, Eskimo, Aleut	1,418,195	827,268	0.6	0.4
Asian or Pacific Islander	3,500,636	1,538,721	1.5	0.8
Other	6,756,986	516,673	3.0	0.2
Total	**226,504,825**	**203,211,926**	**100.0**	**100.0**
Spanish Origin	14,605,883	9,072,602	6.4	4.5

The bureau expected to release tapes and printed reports not later than April showing detailed household and individual characteristics. This data would have included age by sex, size of household, and age of householder. Note that I use the term "householder," which in the past was the male, when present. In keeping with the spirit of anti-sexism, we now have the concept of the householder, defined as the person who is found in column 1 on the census form (a PICO for short). This change is especially important for those who will wish to compare the 1970 census household head data with the 1980 census.

A more serious comparison problem is the changes in the racial structure from 1970 to 1980. As demonstrated in Table 3, there have been some major changes since 1970. But, how real are they? Let's look at the figures, line by line.

Table 3 leads one to the conclusion that the white population has declined relative to the other groups. And that this decline happened as increases occurred in the "other" population. This, however, is not really the case; there is a problem with this "other" column.

It turns out that of the 6,756,986 persons reported in the "other" category in 1980, about 5.8 million are of Spanish origin. In 1970, these individuals would have been classified as white if the write-in entry was Puerto Rican, Mexican, etc. The bureau changed its policy for the 1980 census and will *not* recode the "other" Spanish-origin counts. Therefore, any 1970 versus 1980 white and "other" comparison is invalid and no analyses comparing figures with previous data can be made. (The 5.8 million Spanish are included in the 14.6 million Spanish-origin figure.

I personally believe that this

Edward J. Spar is president of Market Statistics, the research arm of Bill Communications that prepares data for S&MM's survey issues.

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is poor policy; indeed, it has already caused considerable confusion. It is to be hoped that the bureau sees to it that all reports that show race data also mention this inconsistency. (As for when the final reports will be available—no one really knows. There have been many delays.)

Another complaint made against the bureau involves its scant information on geography, in terms of the geographic areas covered and the maps that will be available. The bureau has released no firm dates for when maps will be available, giving sampling statisticians in market research firms an added headache. However, the maps will be superior in general to those that were available in 1970. For example, most 1980 maps will be larger in scale. The block maps will be more legible than they were in 1970 and, in another change, they'll be sold separately from the block statistics. The block-statistics data will not be printed; instead, they'll appear only on tape or microfiche. For areas that are nonmetropolitan but are still fairly dense, the bureau will supply "vicinity maps." Table 4 is a breakdown of areas for which data will be available.

TABLE 4
Number of areas reported

	1980	*1970*
Counties	3,100	3,100
Cities and towns	24,000	21,000
County subdivisions (MCD's, etc.)	36,000	35,000
Census tracts	47,000	35,000
Enmeration districts and block groups	290,000	259,000
City blocks	2,500,000	1,500,000

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Originally, the bureau had planned to produce the Zip Code data. Recently, that plan was dropped. However, the bureau has intimated that it might produce these data if someone else would pay for the project. Any takers? Meanwhile, *anyone interested in learning exactly what will appear in published form versus tapes should contact the Census Bureau.* The geography now covered is much more extensive than in 1970. The bureau will be, in short, producing much more data for many more areas. (In the space available here, it is impossible to detail all the items that will be shown in printed and machine-readable form. *Again, ask the bureau.*)

I've attempted to analyze the 1980 census and to warn about the difficulties it poses and note the improvements it offers. It is my guess that for the rest of this year we will see not many more of its findings than those cited above. I believe that in 1982 we will be inundated with data.

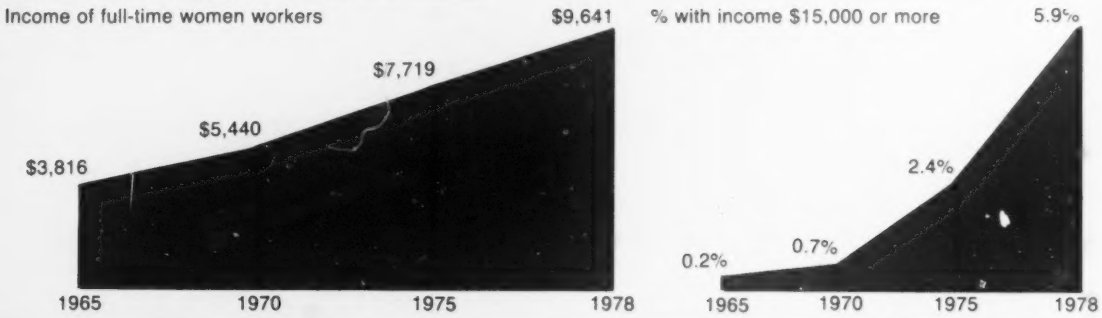
So the answer to the question the title of this article asks, "The 1980 census—Where is it?" is, It's at the bureau.

S&MM MARKETGRAPH

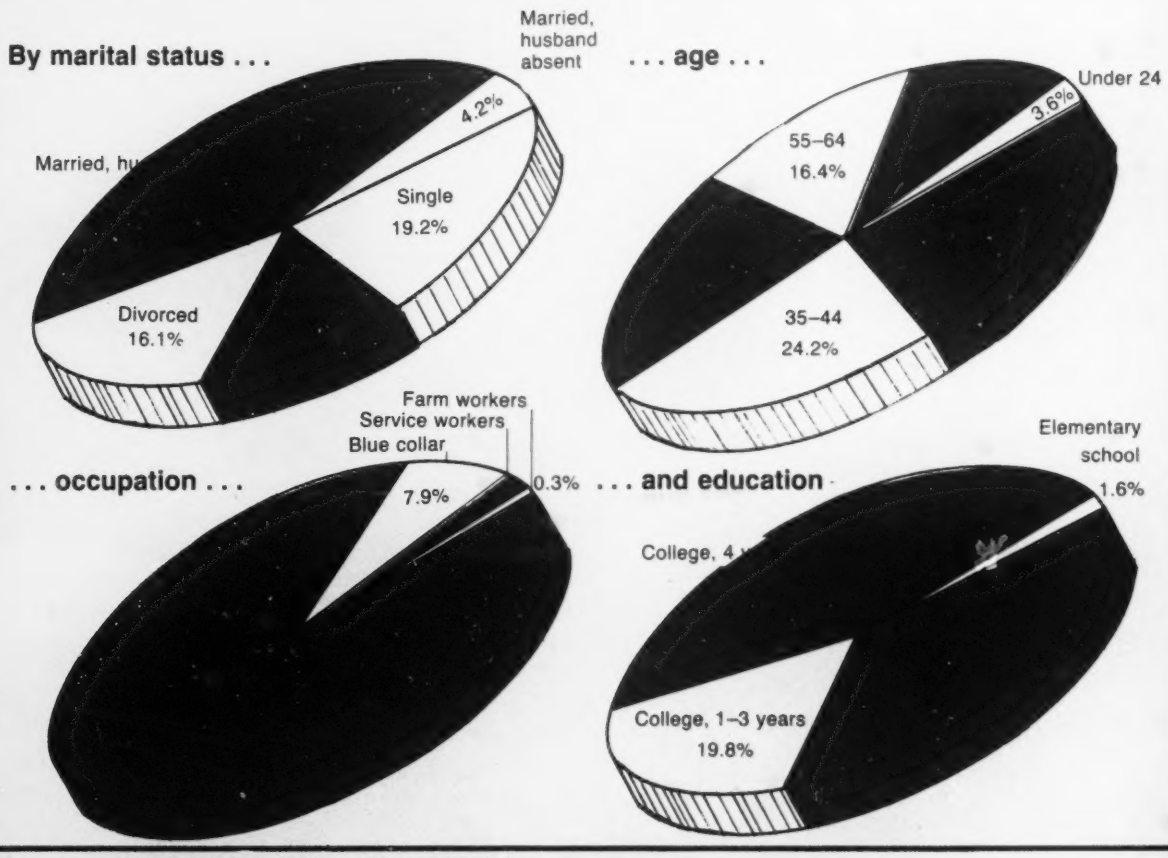
High-income women: A greater presence at the top

While the rush of women into the labor market in the 1970s is no secret, there's little awareness of the phenomenal growth in the number of women pulling down fancy incomes. Between 1970 and 1978 (latest year for which detailed data are available), income-earning women increased by more than one-third, but those with an income of $15,000 or more exploded more than 1,000%—from 362,000 to close to 4.5 million. This emerging market has its own distinctive traits. Highly paid women are far less likely than men to be part of the family scene—30.9% are unrelated individuals vs. only 10.3% males. The most interesting differences are in education. More than two of every five highly paid women are college graduates compared to fewer than one out of three of their male counterparts.

Onwards and upwards with the ladies



Profile of women at the top: $15,000 or more



Note: Details may not add to 100% due to rounding.
Source: Census Bureau, *Money Income of Families and Persons in the U.S.: 1978*. Series P-60, No. 123
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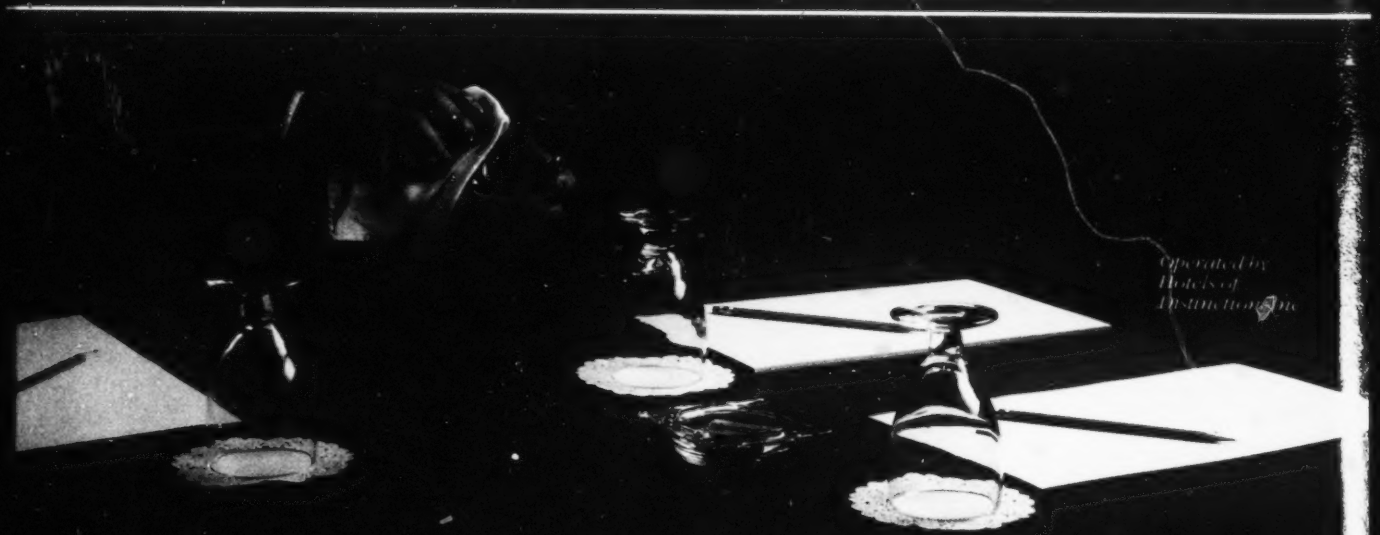

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S&MM MARKETGRAPH

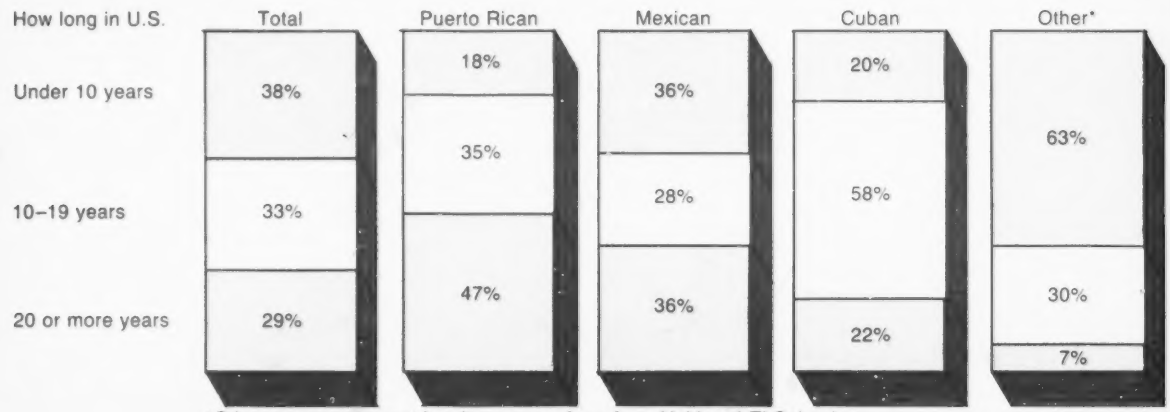
Hispanics: Markets within a market

A common language and a strong sense of self-identity may mask the important differences that exist among the four subgroups of the Hispanic market (Mexicans, Cubans, Puerto Ricans, other). As revealed by a Yankelovich, Skelly & White study, the Cubans are the prized segment with an average family income of $21,300 and a 61% home ownership rate. At the other end of the spectrum, the Puerto Ricans have a family income of $11,400 and a 21% home ownership rate.

Significantly, the newest wave of immigrants, from Central America and the Caribbean islands, are catching up fast. Their $16,100 average family income is just under the Mexican's $16,300.

Also noted by the study: "Hispanics are more likely than Anglos to espouse traditional 'American' values, are more optimistic regarding improved living standards, more oriented to materialism/tangibles and deferred gratification. Also more likely to evidence less pleasure from work."

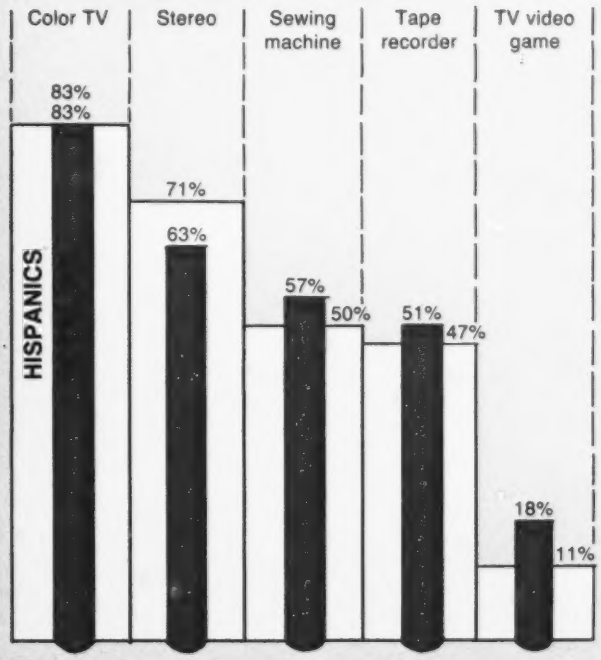
A market of newcomers



*Other are more recent immigrants, such as from Haiti and El Salvador.

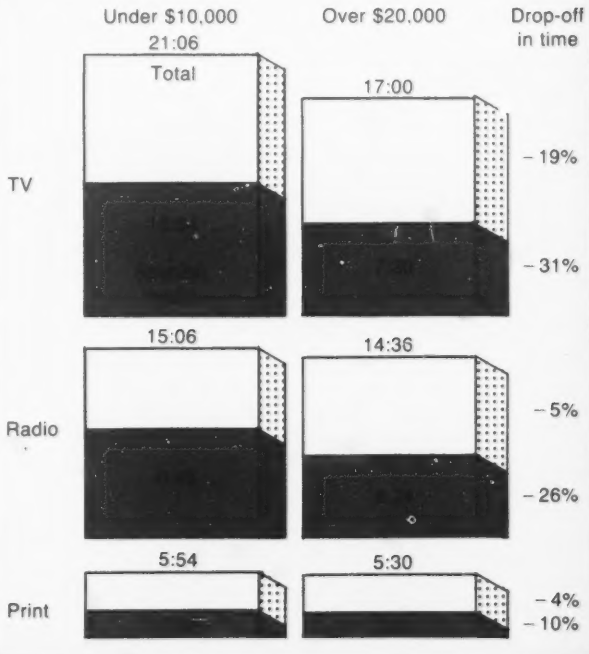
Upscale luxury buyers

% who own



How income impacts media usage

Hours, minutes per week



Source: *Spanish USA: A study of the Hispanic Market in the U.S.*, by Yankelovich, Skelly & White for SIN Spanish Television Network.

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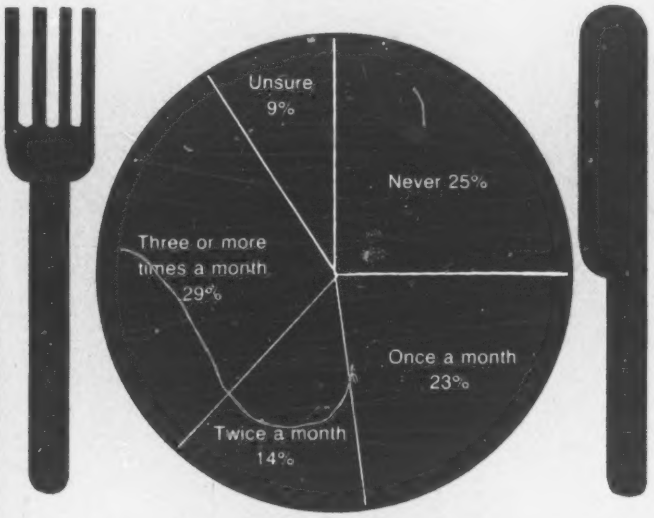
S&MM MARKETGRAPH

Blacks: A market that's beginning to fragment

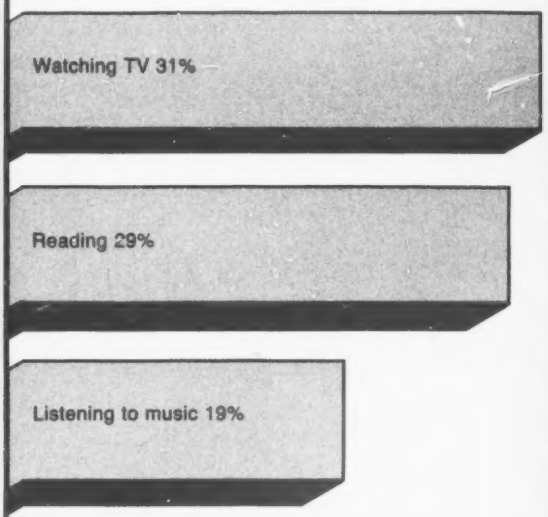
The coming years are likely to see the emergence of a new phenomenon within the black community: to wit, a serious debate between "liberal" and "conservative" viewpoints as the Reagan administration tries to drive home the point that a growing economy, not a federal handout, holds the key to improved living standards for disadvantaged minorities. A glimpse of what's to come is the sharp split over the question of a sub-minimum wage for teenagers. According to a survey by Data Black Public Opinion Polls, a striking 37% of blacks feel it would help reduce teenage unemployment vs. 37% who fear it will take away adult jobs and 28% who are unsure. Not so long ago, blacks would have roundly condemned the idea out of loyalty to labor unions.

Data Black Public Opinion Polls, a black-owned research organization, interviews 1,200 blacks three times a year. Corporate clients pay $12,000 for detailed findings and the opportunity to have a favorite question or two included in the survey.

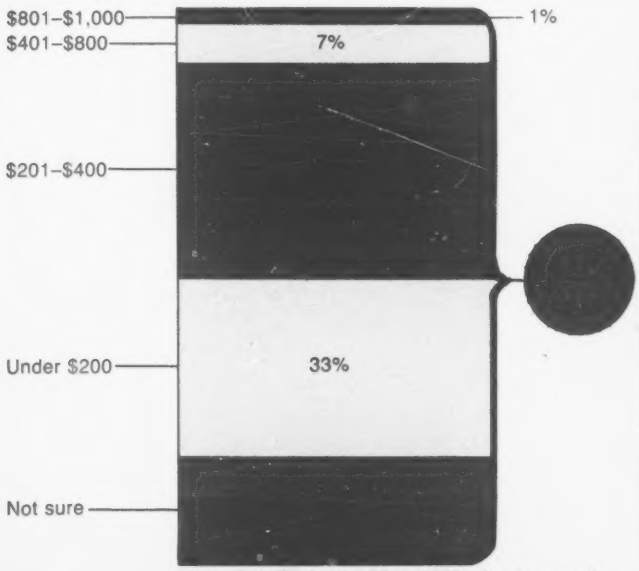
Eating out at a fast food restaurant



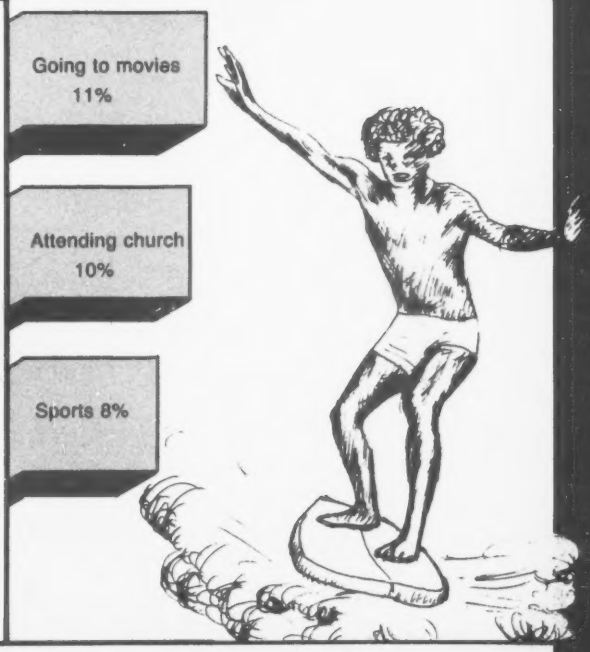
How blacks relax



What black households spend on food per month



Note: Details don't add to 100% due to rounding.



Source: Survey conducted for Data Black Public Opinion Polls by Dresner, Morris & Tortorello Research, Inc.

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Sample tables from the Survey

The numbers that appear beneath the individual column heads in the sample tables shown here are coded to the "Definition of Terms," which starts below. The definitions appear alphabetically in the Definition section, and each one is accompanied by the appropriate number that appears beneath the column headings on this page. Thus the definition for "Age Groups of Population" contains a reference to Columns 4-7. Using the code numbers in conjunction with the appropriate definition will make the individual column topics more intelligible to you and thus enhance your ability to profit from the *Survey* data.

Section C: U.S. Metro Areas, Counties, Cities

S&MM ESTIMATES		POPULATION—12/31/80							RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over	A	B	C	D	Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over	A	B	C	D	Buying Power Index
	16	17	18	19	20	21	22		16	17	18	19	20	21	22

Section D: Canada

S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41

S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over					S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
	23	42	43	44	45	46	47	48	49	50		23	42	43	44	45	46	47	48	49	50

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are those used in the U.S. Column numbers refer to the sample tables illustrated on this and facing page. When you use the Canadian statistics, substitute "Canada" for "U.S." in the definitions. Also, to facilitate usage of the two *Surveys* we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4-7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household—forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, millinery stores, hosiery shops, women's specialty stores, and shoe stores. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45; U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI) divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP—II**

BUILDING MATERIALS, HARDWARE DEALERS (Metro Ranking Table, B-40) (SIC Major Group 52). This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of those weighted percents is then divided by 10 to arrive at the BPI.

The BPI, probably one of the *Survey of Buying Power*'s most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CANADIAN METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor markets, using the boundaries of minor civil divisions (below the county level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY . A city whose name is included in the name of a metropolitan area. The title of a Standard Metropolitan Statistical Area (SMSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. There are two exceptions: (1) the Nassau-Suffolk SMSA, which has no central cities, and (2) the Northeast Pennsylvania SMSA, whose central cities are the same as those of the two former SMSAs from which it was formed. The title of a New England County Metropolitan Area contains the names of all the SMSA central cities in the area. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists 684 U.S. cities that either (1) had 40,000 or more population in the 1970 census, (2) are central cities of metropolitan areas, or (3) function independently of counties. (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN AREA. A large metropolitan complex comprising a metropolitan area of a million people or more together with other contiguous metropolitan areas, the population of each of which is at least 75% urban and meets certain minimum criteria of integration with the central metropolitan area. Two more consolidated metro areas were designated by the federal government last month, bringing the total to 14. **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,135 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily indentifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1981 *Survey* follows the county boundaries as defined in the 1980 Census of Population. The following changes represent the major county differences between the 1980 and 1981 *Surveys*: (1) Alaska went from 29 census divisions to 23 census areas. (2) Columbus, GA, is no longer coextensive with Muscogee county. In the 1981 *Survey*, Columbus city is listed under Muscogee county. (3) Jacksonville, Fl., is no longer coextensive with Duval county. (4) Nashville-Davidson, TN, is no longer coextensive with Davidson county. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft

goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios, and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and/or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57). A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., Hardware Dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1980 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLD HEAD. The person so regarded by members of the household. Because, under census rules, each household must have a head, the number of household heads is always the same as the number of households. Two types of household head are recognized by the Census Bureau. A family head is a household head living with one or more persons who are related to him or her by blood or marriage. A primary individual is a household head living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21, 46-50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO; Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divided the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

MERCHANDISE LINE SALES. These data show total sales of 10 broad product categories, such as groceries, other food products, toiletries, footwear, and so on. The merchandise line sales data are based on the 1977 Census of Retail Trade, which became available this year. Several broad changes in product classifications were made between the 1972 and 1977 censuses. Those which affect the data in the *Survey* are: (1) "Drugs," previously part of "Drugs and other health aids," are now a separate category. (2) "Other health aids" are now part of "Health and beauty aids." (3) The "Radio, TV, and musical instruments" category was divided into (a) "TV" and (b) "Audio, musical equipment, and supplies." Merchandise line sales data are becoming increasingly popular because they give a more realistic estimate of a product's area potential than is provided by store-type sales. **SBP—II**

(Continued on page A-40)

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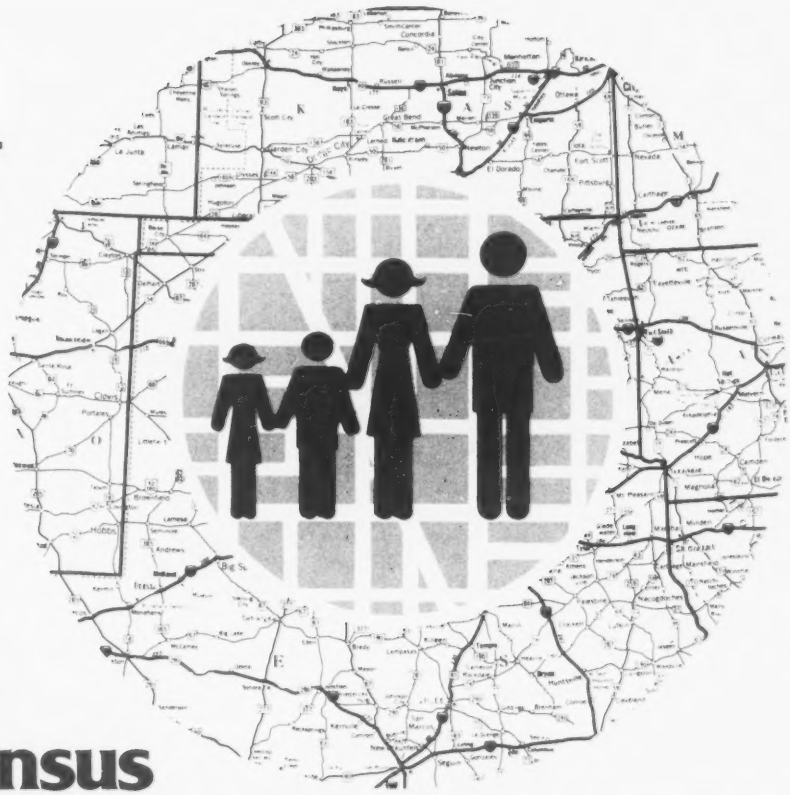

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METROPOLITAN AREA (See Standard Metropolitan Statistical Area.)

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey*'s Canadian tables. Starting with the numeral 1 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its member counties. **SBP, SBP—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Federal Statistical Policy and Standards (OFSPS) defines these areas (intentionally not designated as "standard" metro areas) by applying to the New England counties the same criteria used in establishing Standard Metropolitan Statistical Areas (SMSAs) outside New England. **SBP, SBP—II**

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns 2, 25, 29, 43). A market's share of the total U.S./Canada population, Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1980 Census of Population and Housing, and Statistics Canada's 1976 Census of Population and Housing, it is a headcount estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

QUALITY INDEX (QI) (Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1981 *Survey* are updates from 1977 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: 1) sales and other taxes collected from customers, and 2) carrying charges or other charges for credit. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15, 30-38). Individual retail store groups are considered as channels of distri-

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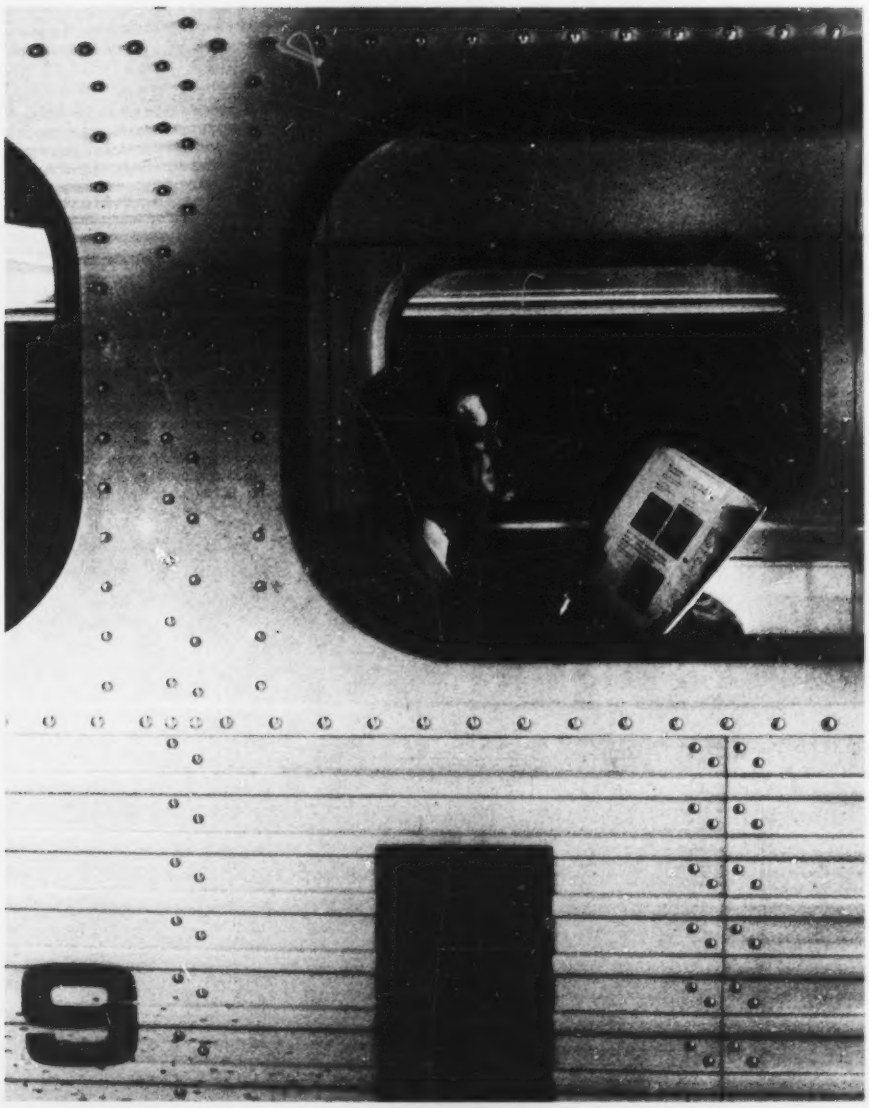

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bution in local markets. The retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as two-digit major groups, such as Food Stores (SIC 54); three-digit subgroups, such as Grocery Stores (SIC 541); and four-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). The areas currently recognized by the U.S. Office of Federal Statistical Policy and Standards (OFSPS) meet official criteria that include either (1) one city with a population of at least 50,000; or (2) one city with a population of at least 25,000, which, when combined with contiguous places having a density of 1,000 or more people per square mile, will have a population of at least 50,000 (provided that the city and contiguous places are in a county or counties with a population of at least 75,000).

A contiguous county is included in an SMSA if at least 75% of the resident labor force is nonagricultural, and at least 30% of the resident employed workers work in the area. A contiguous county that does not satisfy those requirements will be included if at least 75% of the resident labor force is nonagricultural and if it meets at least two criteria of metropolitan character and one criterion of metropolitan integration. Minimum criteria of character: (1) 25% of population is urban; (2) population gain of 15% between two most recent decennial censuses; and (3) density of 50 persons per square mile. Minimum criteria of integration: (1) 15% of resident employed workers work in the area; (2) 15% of the county's employed workers live in the area; and (3) sum of workers commuting to and from the central county or counties equals 20% of the employed workers living in the county.

Thirty-five new metropolitan areas were designated by OFSPS last month, based upon 1980 census results and new criteria. These criteria will be applied in re-evaluating all SMSAs when the necessary 1980 census data, especially those on commuting, become available. Under the new criteria, Rapid City, SD, SMSA has been eliminated.

SMSAs are defined by the government along county lines except in New England, where towns and cities are the units of definition. The federal government's alternative, but unofficial, New England County Metropolitan Areas, comprised of whole counties rather than cities and towns, are used by Sales & Marketing Management for those states. All 305 metropolitan areas in the 1981 *Survey* are commonly referred to as Sales & Marketing Management Metropolitan Areas. **SBP, SBP—II**

SUBURBAN TOTAL. There is no official definition of a suburb, and the category will not be found in any Census Bureau statistical table. However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburban population. **SBP**

TELEVISION MARKET. The *Survey*'s TV markets are Arbitron's Areas of Dominant Influence (ADI). Arbitron studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

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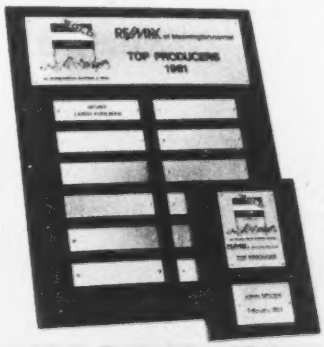

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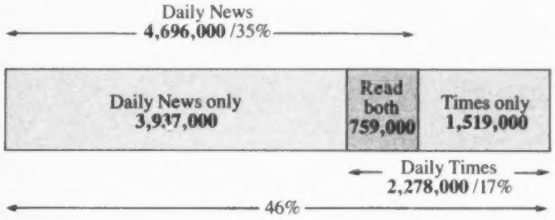
The Daily News is the Base Buy in New York!

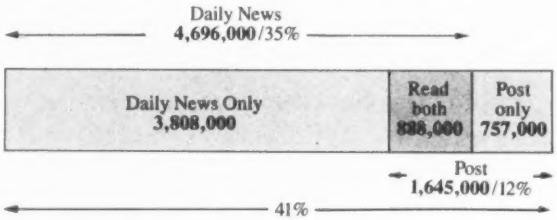
The Daily News has the largest unduplicated audience.

The Daily News duplicates one-third of the Times' audience, yet 3.9 million News readers do not read the Times.



Adult readers — average daily issue — New York ADI.
Source: Scarborough Report, New York, 1980.

The Daily News duplicates 54% of the Post's audience, yet 3.8 million News readers do not read the Post.



Adult readers — average daily issue — New York ADI.
Source: Scarborough Report, New York, 1980.

Largest audience. Lowest cost per thousand.

	Daily News	Daily Times	Post
Adult			
Readers	4,696,000	2,278,000	1,645,000
C.P.M.	**$2.62**	**$4.00**	**$4.81**
Men			
Readers	2,406,000	1,265,000	859,000
C.P.M.	**$5.11**	**$7.20**	**$9.22**
Women			
Readers	2,290,000	1,013,000	786,000
C.P.M.	**$5.37**	**$8.99**	**$10.08**

Based on 50,000 line General Contract Rates for 1,200 line unit
Reader source: Scarborough Report, New York, 1980.

Largest quality audience. Lowest cost per thousand.

	Daily News	Daily Times	Post
Adults in HH $20,000+ income			
Readers	2,294,000	1,531,000	871,000
C.P.M.	**$5.36**	**$5.95**	**$9.09**
Adults in HH with children			
Readers	1,996,000	865,000	640,000
C.P.M.	**$6.16**	**$10.53**	**$12.38**

Based on 50,000 line General Contract Rates for 1,200 line unit
Reader source: Scarborough Report, New York, 1980.

That's Daily Newspower!

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section B

NATIONAL, REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

National, regional, and state summaries

Population and households B-3
Effective Buying Income B-5
Retail sales B-7

S&MM metropolitan market rankings

Population B-9
Households B-13
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Total retail sales B-19
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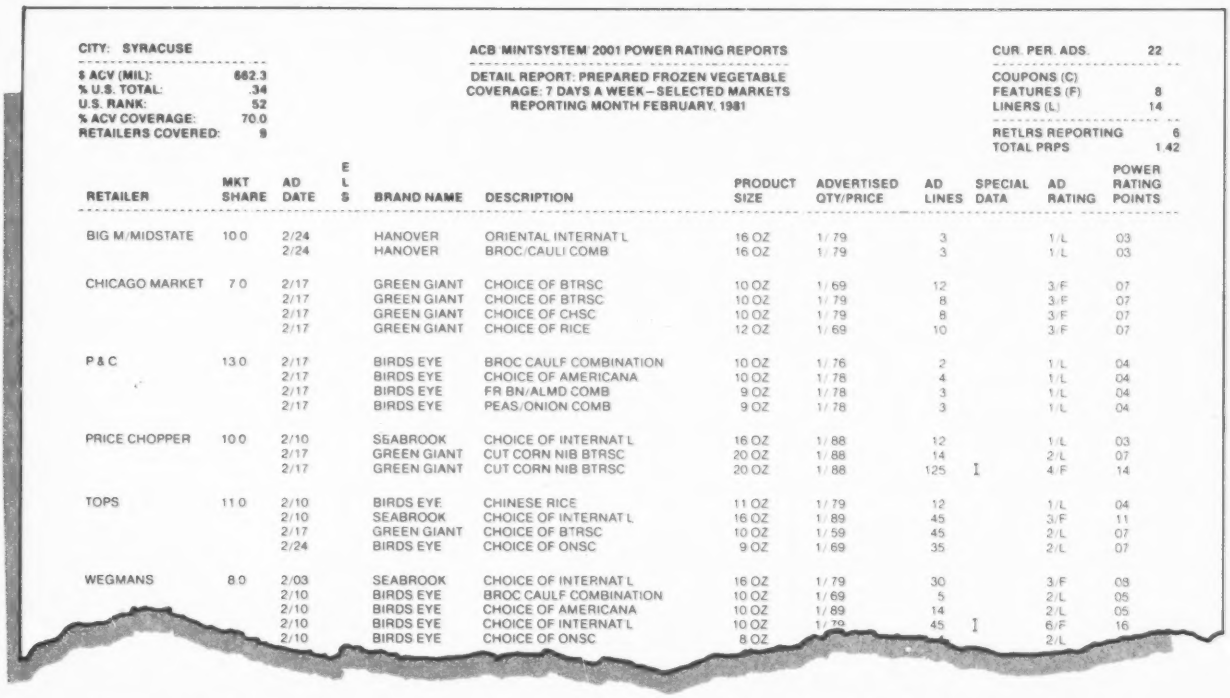
Apparel & accessories store sales B-40
Drugstore sales B-41
Building materials/hardware store sales B-43

ACB can tell you how much newspaper advertising support retailers are giving your brands vs. competitive brands in 110 top retail markets. How often and how effectively!



CITY: SYRACUSE

$ ACV (MIL): 662.3
% U.S. TOTAL: .34
U.S. RANK: 52
% ACV COVERAGE: 70.0
RETAILERS COVERED: 9

ACB MINTSYSTEM 2001 POWER RATING REPORTS

DETAIL REPORT: PREPARED FROZEN VEGETABLE
COVERAGE: 7 DAYS A WEEK—SELECTED MARKETS
REPORTING MONTH FEBRUARY, 1981

CUR. PER. ADS. 22
COUPONS (C)
FEATURES (F) 8
LINERS (L) 14
RETLRS REPORTING 6
TOTAL PRPS 1.42

RETAILER	MKT SHARE	AD DATE	E L S	BRAND NAME	DESCRIPTION	PRODUCT SIZE	ADVERTISED QTY/PRICE	AD LINES	SPECIAL DATA	AD RATING	POWER RATING POINTS
BIG M/MIDSTATE	10.0	2/24		HANOVER	ORIENTAL INTERNAT'L	16 OZ	1/.79	3		1/L	03
		2/24		HANOVER	BROC/CAULI COMB	16 OZ	1/.79	3		1/L	03
CHICAGO MARKET	7.0	2/17		GREEN GIANT	CHOICE OF BTRSC	10 OZ	1/.69	12		3/F	07
		2/17		GREEN GIANT	CHOICE OF BTRSC	10 OZ	1/.79	8		3/F	07
		2/17		GREEN GIANT	CHOICE OF CHSC	10 OZ	1/.79	8		3/F	07
		2/17		GREEN GIANT	CHOICE OF RICE	12 OZ	1/.69	10		3/F	07
P & C	13.0	2/17		BIRDS EYE	BROC CAULF COMBINATION	10 OZ	1/.76	2		1/L	04
		2/17		BIRDS EYE	CHOICE OF AMERICANA	10 OZ	1/.78	4		1/L	04
		2/17		BIRDS EYE	FR BN/ALMD COMB	9 OZ	1/.78	3		1/L	04
		2/17		BIRDS EYE	PEAS/ONION COMB	9 OZ	1/.78	3		1/L	04
PRICE CHOPPER	10.0	2/10		SEABROOK	CHOICE OF INTERNAT'L	16 OZ	1/.88	12		1/L	03
		2/17		GREEN GIANT	CUT CORN NIB BTRSC	20 OZ	1/.88	14		2/L	07
		2/17		GREEN GIANT	CUT CORN NIB BTRSC	20 OZ	1/.88	125	I	4/F	14
TOPS	11.0	2/10		BIRDS EYE	CHINESE RICE	11 OZ	1/.79	12		1/L	04
		2/10		SEABROOK	CHOICE OF INTERNAT'L	16 OZ	1/.89	45		3/F	11
		2/17		GREEN GIANT	CHOICE OF BTRSC	10 OZ	1/.59	45		2/L	07
		2/24		BIRDS EYE	CHOICE OF ONSC	9 OZ	1/.69	35		2/L	07
WEGMANS	8.0	2/03		SEABROOK	CHOICE OF INTERNAT'L	16 OZ	1/.79	30		3/F	09
		2/10		BIRDS EYE	BROC CAULF COMBINATION	10 OZ	1/.69	5		2/L	05
		2/10		BIRDS EYE	CHOICE OF AMERICANA	10 OZ	1/.89	14		2/L	05
		2/10		BIRDS EYE	CHOICE OF INTERNAT'L	10 OZ	1/.79	45	I	6/F	16
		2/10		BIRDS EYE	CHOICE OF ONSC	8 OZ				2/L	

Our MINTSYSTEM (Marketing Intelligence Tracking System) 2001 Computerized Research Reports give Marketing, Research and Sales a tighter fix on your brand vs. competitive brand advertising—by 875 key retailers in as many major markets as you need, from 25 to 110—or more!

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1980 REGIONAL AND STATE SUMMARIES OF POPULATION

S&MM ESTIMATES

REGION State	12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					12/31/80 Households (Thousands)	% Of U.S.
				0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	**12,386.1**	**5.4207**	**31.4**	**3,255.1**	**1,630.1**	**2,032.1**	**2,027.4**	**3,441.4**	**4,423.7**	**5.4011**
Connecticut	3,109.0	1.3606	32.1	810.4	387.6	498.6	539.6	872.8	1,106.2	1.3506
Maine	1,134.3	.4964	30.7	320.7	142.1	182.9	181.8	306.8	403.4	.4925
Massachusetts	5,741.1	2.5126	31.5	1,473.6	782.7	950.3	920.4	1,614.1	2,056.0	2.5103
New Hampshire	935.5	.4094	30.3	261.9	119.4	162.3	156.2	235.7	332.4	.4059
Rhode Island	949.6	.4156	32.0	242.5	127.7	148.6	146.3	284.5	343.2	.4190
Vermont	516.6	.2261	29.7	146.0	70.6	89.4	83.1	127.5	182.5	.2228
MIDDLE ATLANTIC	**36,779.6**	**16.0963**	**32.2**	**9,678.4**	**4,525.5**	**5,794.3**	**6,197.3**	**10,584.1**	**13,227.2**	**16.1501**
New Jersey	7,380.2	3.2299	32.3	1,968.9	873.9	1,157.7	1,296.5	2,083.2	2,576.0	3.1452
New York	17,526.3	7.6702	32.1	4,616.9	2,156.6	2,815.3	2,994.7	4,942.8	6,386.5	7.7978
Pennsylvania	11,873.1	5.1962	32.4	3,092.6	1,495.0	1,821.3	1,906.1	3,558.1	4,264.7	5.2071
EAST NORTH CENTRAL	**41,800.9**	**18.2938**	**29.9**	**11,947.5**	**5,577.3**	**6,836.9**	**6,794.0**	**10,645.2**	**14,853.5**	**18.1359**
Illinois	11,452.7	5.0122	30.3	3,212.2	1,508.3	1,886.8	1,886.6	2,958.8	4,091.6	4.9958
Indiana	5,512.9	2.4127	29.6	1,606.3	738.3	891.1	897.8	1,379.4	1,954.7	2.3866
Michigan	9,287.9	4.0647	29.3	2,720.0	1,266.5	1,542.6	1,503.2	2,255.6	3,242.2	3.9587
Ohio	10,813.3	4.7324	30.3	3,054.8	1,423.0	1,750.7	1,768.5	2,816.3	3,881.7	4.7395
Wisconsin	4,734.1	2.0718	29.9	1,354.2	641.2	765.7	737.9	1,235.1	1,683.3	2.0553
WEST NORTH CENTRAL	**17,281.8**	**7.5633**	**30.4**	**4,829.2**	**2,316.8**	**2,764.4**	**2,704.7**	**4,666.7**	**6,308.3**	**7.7022**
Iowa	2,924.5	1.2798	30.6	823.9	383.6	457.5	446.9	812.6	1,067.9	1.3039
Kansas	2,374.9	1.0394	30.6	646.1	326.5	381.8	369.6	650.9	885.7	1.0814
Minnesota	4,103.6	1.7959	29.7	1,163.9	564.0	690.8	650.5	1,034.4	1,473.7	1.7993
Missouri	4,947.9	2.1655	31.2	1,352.9	641.4	768.8	800.5	1,384.3	1,820.6	2.2229
Nebraska	1,579.6	.6913	30.2	445.8	210.8	254.3	242.7	426.0	581.2	.7096
North Dakota	657.1	.2876	28.9	191.2	96.2	106.4	94.4	168.9	232.5	.2839
South Dakota	694.2	.3038	29.5	205.4	94.3	104.8	100.1	189.6	246.7	.3012
SOUTH ATLANTIC	**37,481.6**	**16.4036**	**31.0**	**10,135.9**	**4,910.6**	**6,167.4**	**6,268.0**	**9,999.7**	**13,483.6**	**16.4631**
Delaware	599.4	.2623	30.1	166.2	83.6	97.4	101.6	150.6	211.5	.2583
District of Columbia	628.5	.2751	31.5	139.1	95.5	122.3	104.4	167.2	251.7	.3073
Florida	10,026.0	4.3878	34.8	2,397.4	1,169.2	1,471.9	1,576.8	3,410.7	3,877.6	4.7344
Georgia	5,536.4	2.4230	29.0	1,646.7	743.7	956.0	940.3	1,249.7	1,917.7	2.3415
Maryland	4,236.8	1.8542	30.5	1,151.5	560.6	739.4	761.2	1,024.1	1,484.6	1.8127
North Carolina	5,930.6	2.5955	29.9	1,658.5	820.1	986.4	1,003.0	1,462.6	2,086.5	2.5475
South Carolina	3,157.7	1.3819	28.5	948.0	444.6	530.6	514.5	720.0	1,055.0	1.2881
Virginia	5,399.0	2.3628	30.1	1,467.5	751.5	950.5	957.9	1,271.6	1,900.5	2.3205
West Virginia	1,967.2	.8610	30.8	561.0	241.8	312.9	308.3	543.2	698.5	.8528
EAST SOUTH CENTRAL	**14,801.0**	**6.4776**	**29.6**	**4,360.0**	**1,946.6**	**2,354.8**	**2,399.0**	**3,740.6**	**5,152.4**	**6.2909**
Alabama	3,921.9	1.7164	29.7	1,160.5	513.5	612.3	636.3	999.3	1,367.3	1.6694
Kentucky	3,698.4	1.6186	29.5	1,083.9	492.8	600.4	594.0	927.3	1,288.9	1.5737
Mississippi	2,540.2	1.1117	28.1	814.1	338.5	378.3	383.3	626.0	842.6	1.0288
Tennessee	4,640.5	2.0309	30.5	1,301.5	601.8	763.8	785.4	1,188.0	1,653.6	2.0190
WEST SOUTH CENTRAL	**24,096.8**	**10.5458**	**28.9**	**7,205.5**	**3,280.5**	**4,031.2**	**3,883.2**	**5,696.4**	**8,479.6**	**10.3534**
Arkansas	2,311.3	1.0116	30.9	672.8	278.9	343.9	364.2	651.5	831.4	1.0151
Louisiana	4,251.2	1.8605	27.8	1,335.6	595.2	698.2	660.6	961.6	1,444.9	1.7642
Oklahoma	3,059.5	1.3389	30.5	857.7	402.5	487.5	498.7	813.1	1,140.2	1.3921
Texas	14,474.8	6.3348	28.6	4,339.4	2,003.9	2,501.6	2,359.7	3,270.2	5,063.1	6.1820
MOUNTAIN	**11,629.5**	**5.0895**	**28.4**	**3,507.4**	**1,604.1**	**2,064.3**	**1,875.9**	**2,577.8**	**4,121.9**	**5.0327**
Arizona	2,805.6	1.2278	29.6	811.4	376.5	464.7	443.7	709.3	999.6	1.2205
Colorado	2,940.4	1.2869	29.0	815.1	422.1	586.7	500.8	615.7	1,093.1	1.3346
Idaho	963.9	.4218	27.9	311.8	123.4	160.8	150.6	217.3	334.0	.4078
Montana	795.3	.3480	29.5	232.1	104.7	136.1	128.1	194.3	290.3	.3545
Nevada	822.0	.3598	30.6	218.5	108.0	150.7	154.6	190.2	316.5	.3864
New Mexico	1,323.1	.5790	27.7	419.3	180.9	223.2	213.2	286.5	454.8	.5553
Utah	1,497.1	.6552	24.3	550.0	219.8	250.0	207.9	269.4	462.1	.5642
Wyoming	482.1	.2110	27.5	149.2	68.7	92.1	77.0	95.1	171.5	.2094
PACIFIC	**32,239.8**	**14.1094**	**30.2**	**8,689.8**	**4,372.4**	**5,893.6**	**5,466.9**	**7,817.1**	**11,851.6**	**14.4706**
Alaska	410.2	.1795	26.3	130.4	62.8	93.6	74.8	48.6	136.6	.1668
California	23,979.8	10.4945	30.3	6,409.9	3,270.9	4,355.0	4,093.4	5,850.6	8,814.2	10.7620
Hawaii	979.1	.4285	28.7	276.2	144.9	184.4	161.3	212.3	301.6	.3682
Oregon	2,678.4	1.1722	30.6	728.0	334.6	495.6	436.8	683.4	1,019.4	1.2447
Washington	4,192.3	1.8347	30.1	1,145.3	559.2	765.0	700.6	1,022.2	1,579.8	1.9289
TOTAL UNITED STATES	**228,497.1**	**100.0000**	**30.4**	**63,608.8**	**30,163.9**	**37,939.0**	**37,616.4**	**59,169.0**	**81,901.8**	**100.0000**

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Oklahoma City is MINI-AMERICA:

- **NATIONALLY RECOGNIZED**— Five-county Metro recommended by Paratest; 29-county ADI recommended by Paratest and Dancer-Fitzgerald.
- **TYPICAL OF U.S.**— Centrally located where the Sunbelt meets the Midwest; closely matches U.S. in demographics and buying characteristics.
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TEST OKLAHOMA CITY
WITH THE OKLAHOMAN AND TIMES

Source: Three Sigma Syndicated Study of Major Market Newspaper Audiences - 1980; Sales & Marketing Management Survey of Buying Power, 1980; ABC AUDIT September 30, 1980.

THE OKLAHOMAN AND TIMES
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1980 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

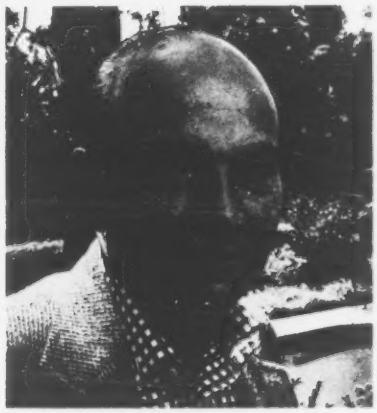
REGION State	1980 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group: Under $8,000 (Thousands)	$8,000–$9,999 (Thousands)	$10,000–$14,999 (Thousands)	$15,000–$24,999 (Thousands)	$25,000 & Over (Thousands)
NEW ENGLAND	**104,445,185**	**5.7572**	**8,432**	**23,610**	**20,649**	**729.3**	**192.1**	**555.1**	**1,314.2**	**1,633.0**
Connecticut	30,084,931	1.6583	9,677	27,197	23,686	141.2	37.5	110.2	308.1	509.2
Maine	7,476,940	.4122	6,592	18,535	16,336	86.9	24.6	70.6	132.2	89.1
Massachusetts	48,679,852	2.6833	8,479	23,677	20,958	338.7	87.8	249.4	601.1	779.0
New Hampshire	7,230,098	.3985	7,729	21,751	19,408	57.0	15.6	46.5	106.6	106.7
Rhode Island	7,502,962	.4136	7,901	21,862	18,983	66.4	16.0	46.9	107.1	106.8
Vermont	3,470,402	.1913	6,718	19,016	16,484	39.1	10.6	31.5	59.1	42.2
MIDDLE ATLANTIC	**310,261,733**	**17.1022**	**8,436**	**23,456**	**20,294**	**2,295.5**	**586.9**	**1,674.3**	**3,848.1**	**4,820.4**
New Jersey	67,895,759	3.7426	9,200	26,357	23,396	352.2	95.7	270.2	685.8	1,172.1
New York	148,996,028	8.2129	8,501	23,330	19,708	1,177.2	298.0	846.8	1,813.3	2,251.2
Pennsylvania	93,369,946	5.1467	7,864	21,894	19,488	766.1	195.2	557.3	1,349.0	1,397.1
EAST NORTH CENTRAL	**342,661,975**	**18.8882**	**8,197**	**23,069**	**20,731**	**2,570.6**	**624.5**	**1,735.0**	**4,409.8**	**5,513.6**
Illinois	101,975,141	5.6211	8,904	24,923	22,366	661.9	159.1	438.4	1,091.9	1,740.3
Indiana	41,780,101	2.3030	7,579	21,374	19,441	353.0	90.8	258.2	619.0	633.7
Michigan	76,490,232	4.2163	8,235	23,592	21,100	546.4	131.4	367.9	946.9	1,249.6
Ohio	85,702,703	4.7241	7,926	22,079	20,076	694.2	164.1	465.6	1,227.2	1,330.6
Wisconsin	36,713,798	2.0237	7,755	21,811	19,728	315.1	79.1	204.9	524.8	559.4
WEST NORTH CENTRAL	**137,366,437**	**7.5718**	**7,949**	**21,776**	**18,928**	**1,305.0**	**326.7**	**820.6**	**1,771.1**	**2,084.9**
Iowa	23,602,134	1.3010	8,070	22,101	19,534	212.0	54.6	132.6	299.6	369.1
Kansas	20,866,163	1.1501	8,786	23,559	20,105	167.0	42.8	108.8	239.2	327.9
Minnesota	33,188,040	1.8293	8,088	22,520	20,089	274.7	71.0	178.8	427.5	521.7
Missouri	37,147,756	2.0477	7,508	20,404	17,530	429.9	98.6	249.8	505.6	536.7
Nebraska	12,615,790	.6954	7,987	21,706	18,818	116.5	30.6	78.2	166.2	189.7
North Dakota	5,027,186	.2771	7,651	21,622	18,167	45.5	13.8	34.8	65.7	72.7
South Dakota	4,919,368	.2712	7,086	19,941	16,477	59.4	15.3	37.6	67.3	67.1
SOUTH ATLANTIC	**271,182,796**	**14.9481**	**7,235**	**20,112**	**16,856**	**3,055.7**	**802.9**	**2,105.4**	**3,809.0**	**3,710.6**
Delaware	4,847,258	.2672	8,087	22,918	19,973	34.6	9.9	28.2	65.5	73.3
District of Columbia	6,499,848	.3583	10,342	25,824	20,066	41.9	11.2	34.3	68.1	96.2
Florida	74,347,623	4.0981	7,415	19,174	15,359	985.9	265.1	644.6	1,031.3	950.7
Georgia	36,916,329	2.0349	6,668	19,250	16,301	463.2	114.2	302.8	541.1	496.4
Maryland	34,813,564	1.9190	8,217	23,450	20,658	220.5	63.5	195.1	456.2	549.3
North Carolina	39,304,925	2.1666	6,627	18,838	16,045	493.7	131.0	347.5	611.2	503.1
South Carolina	19,812,585	1.0921	6,274	18,780	15,937	260.7	63.7	171.1	301.2	258.3
Virginia	41,621,633	2.2942	7,709	21,900	18,280	368.2	102.0	285.4	541.7	603.2
West Virginia	13,019,031	.7177	6,618	18,639	16,203	187.0	42.3	96.4	192.7	180.1
EAST SOUTH CENTRAL	**93,809,536**	**5.1710**	**6,338**	**18,207**	**15,151**	**1,447.4**	**320.4**	**785.2**	**1,360.3**	**1,239.1**
Alabama	24,726,774	1.3630	6,305	18,084	15,238	382.8	84.0	207.1	366.1	327.3
Kentucky	23,884,868	1.3166	6,458	18,531	15,354	359.2	79.9	192.0	340.8	317.0
Mississippi	14,253,563	.7857	5,611	16,916	13,387	279.5	55.1	126.4	200.0	181.6
Tennessee	30,944,331	1.7057	6,668	18,713	15,782	425.9	101.4	259.7	453.4	413.2
WEST SOUTH CENTRAL	**183,135,557**	**10.0946**	**7,600**	**21,597**	**17,995**	**1,962.0**	**462.9**	**1,134.6**	**2,158.6**	**2,761.5**
Arkansas	14,392,471	.7933	6,227	17,311	13,928	256.5	56.2	130.3	206.8	181.6
Louisiana	29,894,393	1.6478	7,032	20,690	17,167	377.2	78.3	187.5	353.1	448.8
Oklahoma	23,828,138	1.3134	7,788	20,898	17,259	282.3	65.5	152.9	292.2	347.3
Texas	115,020,555	6.3401	7,946	22,717	19,123	1,046.0	262.9	663.9	1,306.5	1,783.8
MOUNTAIN	**86,006,283**	**4.7408**	**7,396**	**20,866**	**18,173**	**826.9**	**220.6**	**599.6**	**1,232.5**	**1,242.3**
Arizona	20,093,512	1.1076	7,162	20,102	17,433	212.2	56.9	152.1	297.5	280.9
Colorado	24,029,406	1.3246	8,172	21,983	19,196	199.5	55.4	150.9	326.9	360.4
Idaho	6,414,746	.3536	6,655	19,206	16,822	74.3	19.0	52.9	104.4	83.4
Montana	5,679,689	.3130	7,142	19,565	16,960	65.9	16.3	43.9	89.1	75.1
Nevada	7,096,419	.3912	8,633	22,422	19,964	50.4	15.2	45.1	93.9	111.9
New Mexico	9,084,049	.5007	6,866	19,974	16,942	106.9	26.3	67.9	123.8	129.9
Utah	9,336,775	.5147	6,237	20,205	18,155	89.2	23.8	67.1	153.2	128.8
Wyoming	4,271,687	.2354	8,861	24,908	21,886	28.5	7.7	19.7	43.7	71.9
PACIFIC	**285,297,313**	**15.7261**	**8,849**	**24,072**	**20,928**	**2,091.4**	**545.1**	**1,412.0**	**3,161.5**	**4,641.6**
Alaska	4,178,047	.2303	10,185	30,586	24,990	17.3	4.5	14.5	32.0	68.3
California	216,459,459	11.9316	9,027	24,558	21,322	1,528.8	403.0	1,034.9	2,277.2	3,570.3
Hawaii	7,850,853	.4328	8,018	26,031	22,266	40.6	11.7	39.1	80.7	129.5
Oregon	20,619,988	1.1366	7,699	20,228	17,953	217.0	54.5	141.9	316.5	289.5
Washington	36 188,966	1.9948	8,632	22,907	20,600	287.7	71.4	181.6	455.1	584.0
TOTAL UNITED STATES	**1,814,166,815**	**100.0000**	**7,940**	**22,151**	**19,146**	**16,283.8**	**4,084.1**	**10,821.8**	**23,065.1**	**27,647.0**

"The West is more resilient"

Economist Ezra Solomon says that Western America holds up better against recession and bounces back faster.

Dr. Solomon explains why:

- "A basic strength of the Western market is its diversified economy. Like an investor's diversified portfolio, it provides balances against the extremes of the cycles.
- "The West has younger, more innovative industries (electronics, aerospace, high technology research), a wealth of resources, and a powerful agricultural base.
- "It has innovative marketers and experimental-minded consumers. Many of the national trends get started in the West.
- "Its economy is bolstered, and will be increasingly, by TransPacific trade, which already surpasses the entire U.S. trade with the Common Market.
- "The housing market usually leads recovery; and the West, with its heavy in-migration, new industries, and a young population, has an enormous pent-up demand. *Recovery definitely will be faster in the West.*"



Ezra Solomon is Dean Witter Professor of Finance, Graduate School of Business Administration, Stanford University. His authoritative writing has influenced economic thinking throughout the world.

Sunset is the access door to this resilient market.

Marketers, plagued by rising costs and declining markets, can profit from Ezra Solomon's evaluation: the West is more stable during recession and geared to faster recovery.

The West, with 19% of the U.S. population, has close to 50% of the total land area and a lion's share of resources. If it were a nation, it would rank fifth in the world in GNP, and top all major industrialized nations in per capita income.

Today, business executives have a golden opportunity to concentrate on this market, where the ability to adapt and roll with the punch is a major strength.

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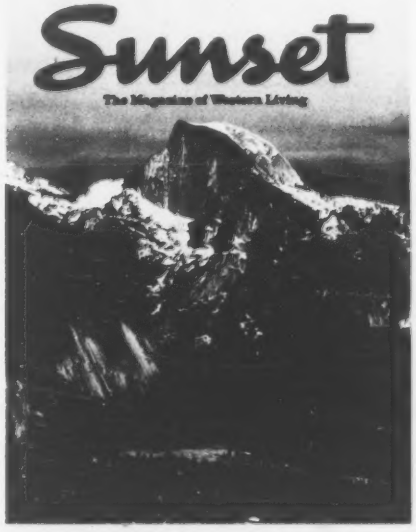
Millions of Westerners regularly vote Sunset the *most helpful* magazine they read. That's just one more reason why it works so well in the West. In good times or bad.



Sunset
WORKS FOR THE WEST

1980 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES

REGION State	1980 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indexes		
				Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**51,929,598**	**5.3772**	**11,739**	**12,024,016**	**4,792,718**	**6,210,605**	**2,206,316**	**6,920,492**	**1,647,300**	**99**	**5.5760**	**103**
Connecticut	12,611,711	1.3059	11,401	2,856,972	1,143,274	1,470,400	598,439	1,749,340	375,170	96	1.4932	110
Maine	4,578,088	.4740	11,349	1,101,060	349,456	491,712	163,285	740,138	147,000	95	.4475	90
Massachusetts	25,189,689	2.6084	12,252	5,797,660	2,480,143	3,276,348	1,052,230	3,023,260	849,980	104	2.6267	105
New Hampshire	4,225,429	.4375	12,712	1,035,927	350,928	424,962	183,486	657,268	109,071	107	.4125	101
Rhode Island	3,326,007	.3444	9,691	782,590	303,471	375,222	135,906	450,053	116,522	83	.3932	95
Vermont	1,998,674	.2070	10,952	449,807	165,4[illegible]	171,961	72,970	300,433	49,557	92	.2029	90
MIDDLE ATLANTIC	**146,769,580**	**15.1976**	**11,096**	**35,730,168**	**13,820,234**	**17,520,012**	**7,038,329**	**22,810,314**	**3,915,784**	**94**	**16.3296**	**101**
New Jersey	31,761,939	3.2889	12,330	7,758,588	2,949,953	3,430,962	1,576,908	5,095,782	677,400	102	3.5039	108
New York	68,385,105	7.0811	10,708	17,335,695	6,876,783	8,320,838	3,283,604	9,182,008	2,023,434	92	7.7648	101
Pennsylvania	46,622,536	4.8276	10,932	10,635,885	3,993,498	5,768,212	2,177,817	8,532,524	1,214,950	93	5.0609	97
EAST NORTH CENTRAL	**173,847,576**	**18.0013**	**11,704**	**37,223,856**	**17,205,940**	**23,786,070**	**7,685,565**	**28,346,546**	**6,403,255**	**98**	**18.5031**	**101**
Illinois	48,060,409	4.9765	11,746	9,796,168	4,879,557	6,222,747	2,201,597	7,718,972	1,786,869	99	5.3059	106
Indiana	21,541,075	2.2305	11,020	4,473,200	2,002,868	2,737,948	834,934	3,680,168	908,648	92	2.3031	95
Michigan	40,545,384	4.1983	12,506	8,238,009	3,886,662	5,996,429	1,924,008	7,055,684	1,571,818	103	4.1806	103
Ohio	44,742,092	4.6329	11,526	10,591,831	4,314,753	6,448,782	1,872,751	7,099,968	1,560,740	98	4.6983	99
Wisconsin	18,958,616	1.9631	11,263	4,124,648	2,122,100	2,380,164	852,275	2 791,754	575,180	95	2.0152	97
WEST NORTH CENTRAL	**74,985,398**	**7.7645**	**11,887**	**14,705,528**	**7,031,714**	**9,718,426**	**3,095,525**	**14,894,488**	**1,950,028**	**103**	**7.6279**	**101**
Iowa	12,963,454	1.3423	12,139	2,630,523	1,194,375	1,567,170	583,896	2,629,073	353,352	105	1.3092	102
Kansas	10,310,072	1.0676	11,641	2,029,661	951,547	1,358,058	471,003	2,221,705	232,409	103	1.1033	106
Minnesota	18,053,915	1.8694	12,251	3,257,920	1,688,254	2,516,068	702,161	3,228,090	486,095	104	1.8347	102
Missouri	20,751,534	2.1488	11,398	4,402,430	1,903,377	2,869,402	792,403	4,223,102	518,268	99	2.1015	97
Nebraska	6,770,314	.7010	11,649	1,300,276	696,552	866,548	307,224	1,311,782	162,075	101	.6963	101
North Dakota	3,072,873	.3182	13,217	505,707	294,678	282,023	120,750	688,719	88,067	111	.2916	101
South Dakota	3,063,236	.3172	12,417	579,011	302,931	259,157	118,088	592,017	109,762	104	.2913	96
SOUTH ATLANTIC	**158,370,462**	**16.3987**	**11,745**	**37,887,483**	**12,974,222**	**19,560,571**	**7,127,642**	**29,706,177**	**5,788,667**	**100**	**15.6746**	**96**
Delaware	2,709,052	.2805	12,809	642,645	202,252	386,464	125,627	415,826	103,742	107	.2702	103
District of Columbia	2,410,079	.2496	9,575	435,458	450,959	178,630	133,212	200,810	114,588	91	.3089	112
Florida	47,387,758	4.9068	12,221	11,452,467	4,343,399	5,946,760	2,292,252	8,779,382	1,749,361	112	4.3988	100
Georgia	22,073,227	2.2856	11,510	5,197,847	1,763,308	2,836,390	821,878	4,277,205	776,014	94	2.1878	90
Maryland	19,567,229	2.0261	13,180	4,647,833	1,601,997	2,559,060	838,126	3,489,880	739,499	109	1.9382	105
North Carolina	21,567,399	2.2332	10,337	5,174,756	1,556,694	2,461,615	1,062,866	4,315,901	797,676	86	2.2723	88
South Carolina	11,509,199	1.1918	10,909	2,891,941	849,298	1,321,787	487,529	2,112,613	411,354	86	1.1801	85
Virginia	23,485,690	2.4318	12,358	5,513,144	1,753,848	2,879,589	1,031,967	4,541,289	837,201	103	2.3494	99
West Virginia	7,660,829	.7933	10,968	1,931,392	452,467	990,276	334,185	1,573,271	259,232	92	.7689	89
EAST SOUTH CENTRAL	**54,285,611**	**5.6211**	**10,536**	**14,132,549**	**3,757,324**	**6,979,676**	**2,332,194**	**9,273,020**	**1,826,671**	**87**	**5.5675**	**86**
Alabama	14,146,775	1.4649	10,347	3,527,897	951,837	1,845,528	616,012	2,488,753	458,891	85	1.4643	85
Kentucky	14,527,730	1.5043	11,271	3,885,285	1,030,048	1,652,242	641,949	2,296,637	509,372	93	1.4333	89
Mississippi	8,237,675	.8530	9,776	2,394,572	511,115	1,092,861	315,331	1,416,805	288,415	77	.8711	78
Tennessee	17,373,431	1.7989	10,506	4,324,795	1,264,324	2,389,045	758,902	3,070,825	569,993	89	1.7988	89
WEST SOUTH CENTRAL	**108,441,979**	**11.2289**	**12,789**	**23,412,900**	**8,361,746**	**13,885,212**	**4,702,871**	**24,804,874**	**3,265,808**	**106**	**10.5254**	**100**
Arkansas	8,851,973	.9166	10,647	1,992,908	534,776	1,112,714	322,438	1,956,876	292,612	91	.8741	86
Louisiana	16,071,506	1.6642	11,123	3,926,268	1,191,882	2,279,133	701,532	3,295,378	548,435	89	1.6952	91
Oklahoma	13,488,260	1.3967	11,830	3,056,864	1,004,657	1,616,271	631,408	3,124,335	311,117	104	1.3436	100
Texas	70,030,240	7.2514	13,831	14,436,860	5,630,431	8,877,094	3,047,493	16,428,285	2,113,644	114	6.6125	104
MOUNTAIN	**50,101,345**	**5.1879**	**12,155**	**10,792,220**	**3,772,555**	**5,748,393**	**2,875,297**	**9,615,341**	**1,557,041**	**102**	**4.9442**	**97**
Arizona	10,746,119	1.1127	10,750	2,612,556	854,933	1,286,960	696,530	2,013,703	380,908	91	1.1331	92
Colorado	13,586,794	1.4069	12,430	2,973,825	1,130,653	1,553,785	739,000	2,596,196	306,218	109	1.3415	104
Idaho	3,967,723	.4109	11,879	892,444	280,527	390,315	242,650	773,683	106,795	97	.3844	91
Montana	3,661,086	.3791	12,611	736,292	278,014	332,116	191,277	666,251	139,669	109	.3399	98
Nevada	4,515,473	.4676	14,267	811,570	338,275	550,644	221,904	860,410	271,798	130	.4077	113
New Mexico	5,576,939	.5774	12,262	1,185,950	406,285	613,956	301,160	1,155,279	153,695	100	.5394	93
Utah	5,453,214	.5647	11,801	1,081,414	311,098	832,899	357,225	1,086,423	128,864	86	.5577	85
Wyoming	2,593,995	.2686	15,125	498,169	172,770	187,718	125,551	463,396	69,094	127	.2405	114
PACIFIC	**147,014,116**	**15.2228**	**12,405**	**33,490,305**	**15,593,049**	**19,748,047**	**7,098,574**	**23,437,010**	**5,631,446**	**108**	**15.2517**	**108**
Alaska	2,295,107	.2376	16,802	589,811	392,886	272,391	63,981	218,193	107,824	132	.2223	124
California	108,154,389	11.1990	12,270	25,239,282	11,071,528	14,079,364	5,354,854	17,375,729	4,022,473	107	11.4244	109
Hawaii	4,518,261	.4679	14,981	910,694	653,305	961,285	102,485	465,938	264,936	109	.4425	103
Oregon	13,186,279	1.3654	12,935	2,564,884	1,377,582	2,146,330	678,287	2,297,513	459,220	116	1.2123	103
Washington	18,860,080	1.9529	11,938	4,185,634	2,097,748	2,288,677	898,967	3,079,637	776,993	106	1.9502	106
TOTAL UNITED STATES	**965,745,665**	**100.0000**	**11,792**	**219,399,025**	**87,309,502**	**123,157,012**	**44,162,313**	**169,808,262**	**31,986,000**	**100**	**100.0000**	**100**

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POPULATION

Area	(Thous.)	Rank
New York	9,078.0	1
Los Angeles - Long Beach	7,513.0	2
Chicago	7,118.1	3
Philadelphia	4,709.8	4
Detroit	4,345.0	5
Boston - Lowell - Brockton - Lawrence - Haverhill	3,658.5	6
San Francisco - Oakland	3,266.9	7
Washington	3,071.3	8
Dallas - Fort Worth	3,023.5	9
Houston	2,977.3	10
Nassau - Suffolk	2,611.5	11
St. Louis	2,358.1	12
Pittsburgh	2,253.5	13
Baltimore	2,180.6	14
Minneapolis - St. Paul	2,127.6	15
Atlanta	2,064.2	16
Anaheim - Santa Ana - Garden Grove	1,972.3	17
Newark, N.J.	1,958.7	18
San Diego	1,904.9	19
Cleveland	1,888.7	20
Miami	1,719.2	21
Denver - Boulder	1,648.6	22
Seattle - Everett	1,621.6	23
Tampa - St. Petersburg	1,605.0	24
Riverside - San Bernardino - Ontario	1,593.2	25
Phoenix	1,559.8	26
Cincinnati	1,403.3	27
Milwaukee	1,399.4	28
Kansas City	1,332.5	29
San Jose	1,314.1	30
Portland, Ore.	1,262.8	31
Buffalo	1,233.3	32
New Orleans	1,199.0	33
Indianapolis	1,171.4	34
Columbus, Ohio	1,099.3	35
San Antonio	1,086.7	36
Hartford - New Britain - Bristol	1,051.1	37
Fort Lauderdale - Hollywood	1,042.8	38
Sacramento	1,031.2	39
Rochester, N.Y.	972.0	40
Salt Lake City - Ogden	956.5	41
Memphis	919.5	42
Louisville	909.1	43
Providence - Warwick - Pawtucket	867.8	44
Nashville-Davidson	862.2	45
Birmingham	853.1	46
Oklahoma City	843.7	47
Greensboro - Winston-Salem - High Point	834.2	48
Dayton	828.7	49
Norfolk - Virginia Beach - Portsmouth	813.7	50
Total Top 50	**105,116.3**	
Bridgeport - Stamford - Norwalk - Danbury	807.2	51
Albany - Schenectady - Troy	796.0	52
Toledo	794.7	53
Honolulu	772.1	54
New Haven - West Haven - Waterbury - Meriden	761.4	55
Jacksonville, Fla.	746.9	56
Orlando	719.4	57
Tulsa	699.6	58
Akron	658.8	59
Worcester - Fitchburg - Leominster	647.5	60
Gary - Hammond - East Chicago	643.9	61
Charlotte - Gastonia	642.8	62
Syracuse	642.4	63
Northeast Pennsylvania	641.8	64
Allentown - Bethlehem - Easton	640.0	65
Richmond	638.4	66
Grand Rapids	607.1	67
New Brunswick - Perth Amboy - Sayreville	595.8	68
West Palm Beach - Boca Raton	589.6	69
Springfield - Chicopee - Holyoke	581.9	70
Greenville - Spartanburg	575.4	71
Omaha	573.4	72
Jersey City	555.0	73
Austin	550.8	74
Tucson	549.5	75
Oxnard - Simi Valley - Ventura	542.5	76
Raleigh - Durham	538.8	77
Youngstown - Warren	530.7	78
Wilmington, Del.	526.3	79
Fresno	523.7	80
Flint	522.6	81
Long Branch - Asbury Park	506.1	82
Baton Rouge	503.5	83
Tacoma	493.4	84
El Paso	489.4	85
Knoxville	481.5	86
New Bedford - Fall River	477.3	87
Las Vegas	475.7	88
Lansing - East Lansing	472.4	89
Albuquerque	464.2	90
Harrisburg	448.7	91
Mobile	447.8	92
Paterson - Clifton - Passaic	446.1	93
Johnson City - Kingsport - Bristol	437.7	94
Charleston - North Charleston, S.C.	436.8	95
Chattanooga	430.4	96
Portsmouth - Dover - Rochester	423.3	97
Columbia, S.C.	414.7	98
Wichita	413.5	99
Bakersfield	409.4	100
Total Top 100	**133,404.2**	
Canton	405.2	101
Little Rock - North Little Rock	398.6	102
Davenport - Rock Island - Moline	386.1	103
York	385.1	104
Fort Wayne	384.8	105
Shreveport	379.6	106
Beaumont - Port Arthur - Orange	378.1	107
Peoria	368.1	108
Newport News - Hampton	367.1	109
Lancaster	365.5	110
Stockton	352.3	111
Spokane	346.6	112
Vallejo - Fairfield - Napa	341.5	113
Des Moines	340.4	114
Augusta	332.0	115
Corpus Christi	329.5	116
Lakeland - Winter Haven	328.0	117
Madison	326.4	118
Jackson, Miss.	325.2	119
Colorado Springs	323.3	120
Lexington-Fayette	322.2	121
Utica - Rome	318.6	122
Reading	314.1	123
Huntington - Ashland	313.3	124
Evansville	311.7	125
Huntsville	310.1	126
Trenton	307.9	127
Santa Rosa	307.5	128
Santa Barbara - Santa Maria - Lompoc	301.6	129
Binghamton	300.9	130
Salinas - Seaside - Monterey	295.0	131
Pensacola	293.3	132
Appleton - Oshkosh	292.8	133
McAllen - Pharr - Edinburg	291.8	134
Kalamazoo - Portage	281.2	135
Erie	281.0	136
Manchester - Nashua	280.8	137
South Bend	280.7	138
Rockford	280.1	139
Eugene - Springfield	279.9	140
Lorain - Elyria	276.3	141
Melbourne - Titusville - Cocoa	276.1	142
Montgomery	276.0	143
Modesto	271.8	144
Charleston, W.Va.	270.8	145
Ann Arbor	267.4	146
Duluth - Superior	267.2	147
Daytona Beach	265.4	148
Johnstown	264.8	149
Newburgh - Middletown	262.8	150
Total Top 150	**149,230.7**	
Hamilton - Middletown	261.2	151
Macon	256.9	152
Salem	255.3	153
Visalia - Tulare - Porterville	250.8	154
Fayetteville, N.C.	250.4	155
Poughkeepsie	247.0	156
Portland, Me.	246.5	157
Columbus, Ga.	239.2	158
New London - Norwich	239.0	159
Savannah	232.9	160
Saginaw	228.7	161
Provo - Orem	225.8	162
Roanoke	225.7	163
Killeen - Temple	219.2	164
Lima	219.0	165
Brownsville - Harlingen - San Benito	215.3	166
Lubbock	214.3	167
Fort Myers - Cape Coral	212.7	168
Springfield, Mo.	210.9	169
Sarasota	208.3	170
Fort Smith	206.3	171
Reno	199.0	172
Galveston - Texas City	198.3	173
Atlantic City	195.4	174
Lincoln	195.1	175
Biloxi - Gulfport	194.2	176
Santa Cruz	193.4	177
Springfield, Ill.	189.3	178
Battle Creek	187.9	179
Salisbury - Concord	186.6	180
Topeka	186.1	181
Wheeling	185.8	182
Springfield, Ohio	183.5	183
Fayetteville - Springdale	182.1	184
Muskegon - Norton Shores - Muskegon Heights	179.8	185
Asheville	178.9	186
Boise	178.1	187
Anchorage	177.5	188
Terre Haute	176.8	189
Green Bay	176.7	190
Amarillo	176.3	191
Yakima	175.0	192
Racine	173.5	193
Waco	172.8	194
Benton Harbor	171.7	195
Cedar Rapids	170.4	196
Lake Charles	168.9	197
Champaign - Urbana - Rantoul	168.8	198
St. Cloud	165.9	199
Parkersburg - Marietta	164.2	200
Total Top 200	**159,348.1**	
Tallahassee	163.5	201
Steubenville - Weirton	162.6	202
Gainesville	155.0	203
Lynchburg	154.6	204
Longview - Marshall	154.4	205
Fort Collins	153.9	206
Alexandria, La.	153.6	207
Lafayette, La.	153.1	208
Clarksville - Hopkinsville	153.0	209
Bradenton	152.3	210
Jackson, Mich.	152.0	211
Bremerton	150.3	212
Richland - Kennewick - Pasco	149.1	213
Chico	147.2	214
Pittsfield	144.5	215
Wilmington, N.C.	141.5	216
Monroe	140.9	217
Abilene	140.7	218
Janesville - Beloit	140.0	219
Anderson, Ind.	139.3	220
Tuscaloosa	139.3	220
Fargo - Moorhead	139.0	222
Waterloo - Cedar Falls	138.6	223
Elkhart	138.2	224
Bangor	137.9	225
Altoona	136.7	226
Florence, Ala.	136.2	227
Medford	135.4	228
Anderson, S.C.	135.3	229
Vineland - Millville - Bridgeton	133.5	230
Decatur	131.9	231
Eau Claire	131.9	231
Athens	131.8	233
Hickory	131.5	234
Mansfield	131.2	235
Tyler	130.9	236
Wichita Falls	130.9	236
Petersburg - Colonial Heights - Hopewell	129.7	238
Joplin	128.7	239
Muncie	128.4	240
Sharon	128.3	241
Olympia	128.2	242
Texarkana	128.2	242
Ocala	126.5	244
Pueblo	126.3	245
Greeley	126.0	246
Kenosha	123.5	247
Lafayette - West Lafayette	122.2	248
Newark, Ohio	121.9	249
Bloomington - Normal	120.4	250
Total Top 250	**166,278.1**	
Pascagoula - Moss Point	120.2	251
Bay City	120.0	252
Redding	118.9	253
Williamsport	118.9	253
Anniston	117.8	255
Sioux City	117.8	255
Odessa	117.5	257
Burlington, Vt.	116.7	258
Charlottesville	115.2	259
Albany, Ga.	114.1	260
Jacksonville, N.C.	113.8	261
Hagerstown	113.6	262
State College	113.6	262
Lawton	112.9	264
Wausau	112.5	265
Danville, Va.	112.2	266
Florence, S.C.	111.7	267
Fort Walton Beach	111.6	268
Sioux Falls	110.6	269
Billings	110.4	270
Glens Falls	110.1	271
Bellingham	108.7	272
Rock Hill	108.4	273
Cumberland	107.7	274
Kokomo	103.9	275
Kankakee	103.7	276
Gadsden	103.6	277
Yuba City	103.3	278
Columbia, Mo.	102.7	279
St. Joseph	102.3	280
Sheboygan	101.7	281
Grand Forks	101.4	282
Laredo	101.4	282
Lewiston - Auburn	100.2	284
Panama City	99.3	285
Bloomington, Ind.	99.2	286
Burlington, N.C.	99.1	287
Las Cruces	98.3	288
Elmira	97.4	289
Bryan - College Station	96.2	290
Dubuque	94.1	291
Rochester, Minn.	92.7	292
La Crosse	91.9	293
Pine Bluff	91.1	294
Sherman - Denison	90.3	295
Owensboro	86.5	296
San Angelo	85.9	297
Midland	84.2	298
Iowa City	82.5	299
Bismarck	81.6	300
Great Falls	80.6	301
Casper	73.6	302
Victoria	70.1	303
Lawrence, Kans.	68.4	304
Enid	63.4	305
Total Above Areas	**171,863.6**	
Percent of U.S.	**75.2148**	
U.S. Total	**228,497.1**	

THE MEDIA PLANNER'S GUIDE TO THE WALL STREET JOURNAL.

Every business day, all over America, The Wall Street Journal reaches the nation's most important audience. Leaders of business, finance, and government. Active investors. The people who shape markets and influence opinions.

These influentials count on The Journal to provide the news and information they need—when they need it most—comprehensively yet concisely.

That's why The Journal is essential reading for America's decision-makers. And an unequalled medium for reaching these important readers.

So when you plan your media schedule, consider the facts and figures behind The Journal.

Take it from the top.

Every day, top and middle management executives make and influence the critical decisions that affect a corporation's future.

To reach the right decisions, they need hard facts. Reliable data. Insightful reports.

That's why they look to The Journal.

Since 1968, Opinion Research Corporation has studied reading preferences among top and middle management executives in America's top 800 corporations. And in every ORC study, The Journal has come out on top. Here are the results of the lastest report:

Regular Readership of Publications by Top and Middle Management

Publications	*% reading at least 3 of every 4 issues*
The Wall Street Journal	*76%*
Business Week	*63%*
Time	*41%*
National Geographic	*40%*
Fortune	*39%*
Forbes	*37%*
Newsweek	*32%*
Reader's Digest	*27%*
Sports Illustrated	*26%*
Dun's Review	*24%*
U.S. News & World Report	*23%*
Harvard Business Review	*21%*
The New York Times (Sunday)	*21%*
Nation's Business	*19%*
The New York Times (Daily)	*14%*

The Journal is the #1 choice, again, when you look at special categories of these same executives:

Category	*Regular (3/4 issues) readers of The Journal*
Executives less than 40 years old	*71%*
Executives who are college grads	*79%*
Executives who own $100,000 or more in stock	*91%*

Leader of leaders.

American business today has an increasingly influential partner: the federal government.

That's why more and more corporations are making it a point to communicate with government opinion leaders. And finding that you can't reach Washington more effectively and efficiently than with The Journal.

A recent study of senators, congressmen and senior government officials compared their readership of The Journal with six top business magazines and newsweeklies.

The results show that The Journal is regular reading for nearly 2 of every 3 of these opinion leaders in official Washington. And here's how they rate select publications.

Publications	*Most Authoritative*	*Most Accurate & Believable*	*Most Useful Information on Gov't & Business*
The Wall Street Journal	*42%*	*42%*	*48%*
Business Week	*12%*	*13%*	*19%*
Forbes	*8%*	*6%*	*8%*
Fortune	*8%*	*8%*	*8%*
Newsweek	*14%*	*13%*	*8%*
Time	*14%*	*13%*	*10%*
U.S. News & World Report	*17%*	*16%*	*16%*

Reach that surpasses readership.

No other publication matches The Journal's coverage of America's finance professionals, that elite group whose influence has a direct impact on the financial transactions of more than 25 million private investors.

As shown by these results of a survey of the investment community's reading habits, The Journal is read regularly by every category of financial leaders surveyed, including:

99% of all institutional investors
99% of all portfolio managers
99% of all security analysts
100% of all banking industry specialists

Wall Street and beyond.

America's active investors don't live on Wall Street. But The Wall Street Journal is the place to reach them. In every region of the U.S., The Journal's dominance in reaching these affluent, frequent traders is unrivaled.

In fact, active investors read The Journal regularly and look to The Journal for helpful information on their investments by a margin of better than 2 to 1 over any other publication.

Category of active investors	East	Mid-west	South	Far West
Read The Journal regularly	73%	81%	71%	71%
Look to The Journal for investment information	72%	80%	75%	70

What's more, nearly twice as many active investors rely on The Journal as their primary source of investment information as they do on all the other publications tested put together.

One-to-one, coast-to-coast.

You've witnessed proof of the exceptional quality of The Journal's audience. But The Journal offers another unique advantage, as well. Truly national coverage on a daily basis.

Just look at how Journal circulation matches up with population and buying-power figures for each region of the U.S.:

Region of U.S.	WSJ Circulation	Population	Buying Power of Region
New England	8%	6%	6%
Middle Atlantic	18%	17%	17%
E.N. Central	20%	19%	20%
W.N. Central	7%	8%	8%
South Atlantic	13%	16%	15%
E.S. Central	3%	6%	5%
W.S. Central	10%	10%	10%
Mountain	5%	5%	5%
Pacific	15%	14%	16%

No medium precisely matches every region on every count. But The Journal's circulation comes close to matching regional strength.

Onward and upward for the eighties.

Finally, consider the circulation growth of The Wall Street Journal, consistently in a class by itself.

During the last four years, Journal circulation has grown by more than 32%. No other daily, weekly, bimonthly or monthly serving business and management can match that growth rate.

Today, the attained circulation of The Journal stands at 1,901,934.

That's more than nine and one half million copies every week. And over 40 million copies a month. Extraordinary proof that The Journal is unsurpassed at providing America's most important readers with the world's most important news.

If you want to know more about this outstanding advertising medium—and how it can work for you—just contact your nearest Wall Street Journal advertising representative.

And we'll give you many more good reasons why every media planner should remember the words that have become an advertising dictum:

THE WALL STREET JOURNAL. IT WORKS.

Sources: ORC Executive Caravan Survey, 1980; Opinion Leaders, Opinion Research Corporation, 1978; ORC Investment Community Survey, 1979; Survey of Active Investors, 1977; ABC Newspaper Publishers Statement, September 30, 1980; SRDS Newspaper Consumer Market Data Summary, March 1980. Copyright, Dow Jones & Co., Inc., 1981.

What's good in Rochester, N.Y., is good for you.

Quality of life is made by quality of people. Rochester, N.Y., is blessed with both. Our 686,000 SMSA adults are well educated. 41% have attended college, and another 36% are high school graduates. Lifestyle is also determined by occupation. In Rochester you'll find the best. 45% of our chief wage earners are professionals, managers, proprietors, craftsmen or foremen.

To lead the good life to its fullest, money is important. And important employers like Eastman Kodak, Xerox, General Motors, and Sybron provide lots of it to Rochesterians. It's easy to see why the average household income in Rochester is $25,553. That's more than 15% above the national average.

The employment rate in Rochester is traditionally the highest in the State of New York!

Rochester's newspapers are the best way to reach this quality market. On the average weekday, 69% of all SMSA adults read one or both of the daily newspapers, and 73% read every Sunday. In households with incomes over $20,000, readership jumps to 83% every day of the week.

Rochester is a good market in which to live and do business. We can be good for you too!

the class market in the northeast

Compare these numbers, then you'll buy Rochester

Population	972,000
Households	346,000
Effective Buying Income	$8,841,176,000
Total Retail Sales	$4,454,078,000
Food Sales	$1,043,933,000
General Merchandise Sales	$499,015,000

Source of Figures:
S&MM "Survey of Buying Power" 1981
and Belden Continuing Market Study 1979/80

Rochester, New York, rates #1 in quality of life

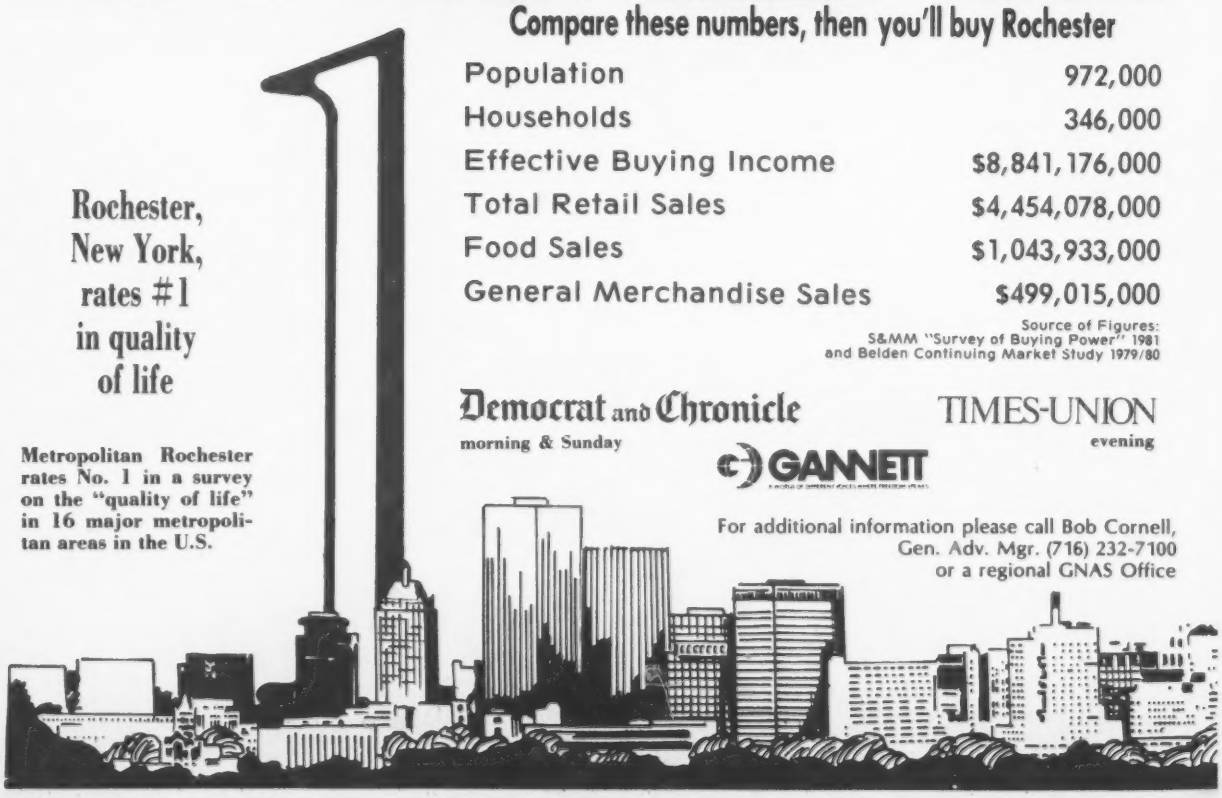
Metropolitan Rochester rates No. 1 in a survey on the "quality of life" in 16 major metropolitan areas in the U.S.

Democrat and Chronicle
morning & Sunday

TIMES-UNION
evening

GANNETT

For additional information please call Bob Cornell, Gen. Adv. Mgr. (716) 232-7100 or a regional GNAS Office



HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,511.7	1
Los Angeles - Long Beach	2,753.7	2
Chicago	2,514.0	3
Philadelphia	1,653.1	4
Detroit	1,523.2	5
Boston - Lowell - Brockton - Lawrence - Haverhill	1,309.5	6
San Francisco - Oakland	1,299.1	7
Washington	1,129.4	8
Dallas - Fort Worth	1,105.2	9
Houston	1,063.8	10
St. Louis	847.9	11
Pittsburgh	834.2	12
Nassau - Suffolk	819.3	13
Minneapolis - St. Paul	778.3	14
Baltimore	768.0	15
Atlanta	740.9	16
Anaheim - Santa Ana - Garden Grove	708.6	17
Cleveland	698.9	18
San Diego	692.5	19
Newark, N.J.	680.0	20
Tampa - St. Petersburg	658.2	21
Miami	636.8	22
Seattle - Everett	630.8	23
Denver - Boulder	628.2	24
Phoenix	569.7	25
Riverside - San Bernardino - Ontario	568.1	26
Milwaukee	507.7	27
Cincinnati	504.9	28
Kansas City	500.7	29
Portland, Ore.	490.1	30
San Jose	471.2	31
Buffalo	447.2	32
Fort Lauderdale Hollywood	431.7	33
New Orleans	427.9	34
Indianapolis	424.7	35
Columbus, Ohio	404.3	36
Sacramento	396.2	37
Hartford - New Britain - Bristol	376.1	38
San Antonio	358.0	39
Rochester, N.Y.	346.0	40
Louisville	329.0	41
Oklahoma City	318.8	42
Memphis	318.0	43
Providence - Warwick - Pawtucket	314.5	44
Nashville-Davidson	309.2	45
Birmingham	308.9	46
Salt Lake City - Ogden	306.2	47
Greensboro - Winston-Salem - High Point	305.0	48
Dayton	303.3	49
Albany - Schenectady - Troy	290.5	50
Total Top 50	**38,313.2**	
Bridgeport - Stamford - Norwalk - Danbury	283.3	51
Toledo	281.6	52
New Haven - West Haven - Waterbury - Meriden	274.7	53
Norfolk - Virginia Beach - Portsmouth	271.0	54
Jacksonville, Fla.	270.3	55
Tulsa	264.2	56
Orlando	262.6	57
West Palm Beach - Boca Raton	242.6	58
Akron	236.3	59
Honolulu	235.6	60
Northeast Pennsylvania	235.3	61
Allentown - Bethlehem - Easton	234.1	62
Richmond	232.2	63
Charlotte - Gastonia	231.0	64
Worcester - Fitchburg - Leominster	228.2	65
Syracuse	226.1	66
Gary - Hammond - East Chicago	216.9	67
Grand Rapids	210.5	68
Jersey City	208.5	69
Omaha	207.2	70
Tucson	204.7	71
Springfield - Chicopee - Holyoke	204.4	72
Austin	203.8	73
Greenville - Spartanburg	201.8	74
New Brunswick - Perth Amboy - Sayreville	199.0	75
Raleigh - Durham	194.8	76
Youngstown - Warren	188.7	77
Wilmington, Del.	184.0	78
Fresno	183.5	79
Las Vegas	181.1	80
Flint	180.6	81
Oxnard - Simi Valley - Ventura	179.5	82
Tacoma	179.1	83
Knoxville	178.6	84
Long Branch - Asbury Park	173.0	85
Baton Rouge	169.3	86
New Bedford - Fall River	169.2	87
Albuquerque	167.5	88
Harrisburg	165.8	89
Lansing - East Lansing	162.5	90
Johnson City - Kingsport - Bristol	157.3	91
Wichita	156.5	92
Paterson - Clifton - Passaic	153.8	93
Chattanooga	153.7	94
Mobile	153.4	95
Portsmouth - Dover - Rochester	149.2	96
Little Rock - North Little Rock	145.1	97
El Paso	144.8	98
Canton	144.4	99
Bakersfield	143.4	100
Total Top 100	**48,337.9**	
Charleston - North Charleston, S.C.	141.7	101
Davenport - Rock Island - Moline	140.4	102
York	137.7	103
Columbia, S.C.	137.1	104
Fort Wayne	136.5	105
Shreveport	135.6	106
Beaumont - Port Arthur - Orange	134.2	107
Peoria	132.8	108
Spokane	131.6	109
Des Moines	128.6	110
Stockton	127.5	111
Newport News - Hampton	126.5	112
Lancaster	126.2	113
Madison	123.6	114
Vallejo - Fairfield - Napa	120.8	115
Santa Rosa	118.8	116
Lakeland - Winter Haven	118.0	117
Lexington-Fayette	116.8	118
Reading	116.0	119
Evansville	115.8	120
Colorado Springs	114.1	121
Huntington - Ashland	112.5	122
Utica - Rome	112.2	123
Augusta	111.7	124
Santa Barbara - Santa Maria - Lompoc	111.6	125
Jackson, Miss.	110.6	126
Daytona Beach	109.4	127
Huntsville	107.9	128
Binghamton	107.4	129
Eugene - Springfield	106.8	130
Corpus Christi	106.7	131
Trenton	106.7	131
Melbourne - Titusville - Cocoa	104.9	133
Pensacola	102.2	134
Appleton - Oshkosh	101.3	135
Charleston, W.Va.	101.0	136
South Bend	101.0	136
Kalamazoo - Portage	100.6	138
Rockford	100.4	139
Duluth - Superior	99.3	140
Erie	98.4	141
Manchester - Nashua	98.3	142
Salinas - Seaside - Monterey	97.9	143
Modesto	97.7	144
Ann Arbor	95.1	145
Montgomery	94.9	146
Salem	93.6	147
Johnstown	92.9	148
Lorain - Elyria	92.4	149
Sarasota	92.0	150
Total Top 150	**53,985.6**	
Portland, Me.	90.5	151
Hamilton - Middletown	89.9	152
Macon	88.3	153
Fort Myers - Cape Coral	86.4	154
Newburgh - Middletown	85.8	155
Roanoke	84.7	156
New London - Norwich	82.9	157
Visalia - Tulare - Porterville	82.8	158
Poughkeepsie	82.1	159
Savannah	81.9	160
Reno	80.2	161
Columbus, Ga.	79.2	162
Springfield, Mo.	79.0	163
McAllen - Pharr - Edinburg	78.8	164
Saginaw	77.3	165
Fayetteville, N.C.	76.9	166
Lima	75.8	167
Fort Smith	74.8	168
Lubbock	74.5	169
Santa Cruz	74.1	170
Springfield, Ill.	73.6	171
Lincoln	73.5	172
Atlantic City	72.6	173
Galveston - Texas City	70.8	174
Topeka	70.7	175
Killeen - Temple	68.6	176
Wheeling	68.2	177
Salisbury - Concord	67.8	178
Battle Creek	67.5	179
Asheville	67.3	180
Fayetteville - Springdale	66.5	181
Amarillo	66.2	182
Springfield, Ohio	65.8	183
Boise	65.7	184
Biloxi - Gulfport	64.9	185
Terre Haute	64.9	185
Bradenton	63.9	187
Cedar Rapids	62.8	188
Muskegon - Norton Shores - Muskegon Heights	62.8	188
Waco	62.8	188
Anchorage	62.7	191
Yakima	62.7	191
Green Bay	61.4	193
Benton Harbor	61.1	194
Provo - Orem	60.6	195
Brownsville - Harlingen - San Benito	60.5	196
Racine	60.3	197
Tallahassee	60.1	198
Champaign - Urbana - Rantoul	59.4	199
Chico	58.9	200
Total Top 200	**57,566.1**	
Parkersburg - Marietta	58.9	200
Steubenville - Weirton	58.0	202
Lake Charles	57.7	203
Gainesville	56.8	204
Fort Collins	56.4	205
Longview - Marshall	55.3	206
Bremerton	54.3	207
Richland - Kennewick - Pasco	53.2	208
Lynchburg	53.1	209
Pittsfield	52.8	210
Lafayette, La.	52.3	211
Jackson, Mich.	51.7	212
Alexandria, La.	51.6	213
Wilmington, N.C.	51.5	214
St. Cloud	50.8	215
Medford	50.6	216
Anderson, Ind.	50.5	217
Fargo - Moorhead	50.1	218
Abilene	49.9	219
Janesville - Beloit	49.9	219
Altoona	49.5	221
Joplin	49.2	222
Waterloo - Cedar Falls	49.0	223
Decatur	48.9	224
Elkhart	48.9	224
Monroe	48.4	226
Olympia	48.4	226
Clarksville - Hopkinsville	48.3	228
Florence, Ala.	48.3	228
Anderson, S.C.	48.1	230
Tuscaloosa	48.0	231
Ocala	47.5	232
Tyler	47.4	233
Wichita Falls	47.2	234
Mansfield	47.0	235
Hickory	46.9	236
Bangor	46.8	237
Athens	46.7	238
Texarkana	46.4	239
Pueblo	45.8	240
Eau Claire	45.6	241
Sharon	45.2	242
Muncie	45.1	243
Vineland - Millville - Bridgeton	44.8	244
Redding	44.7	245
Greeley	44.1	246
Kenosha	43.7	247
Newark, Ohio	43.0	248
Sioux City	42.9	249
Petersburg - Colonial Heights - Hopewell	42.7	250
Total Top 250	**60,030.0**	
Williamsport	42.7	250
Bloomington - Normal	42.6	252
Bay City	41.9	253
Odessa	41.8	254
Lafayette - West Lafayette	41.4	255
Billings	41.3	256
Charlottesville	41.3	256
Sioux Falls	41.1	258
Bellingham	40.8	259
Hagerstown	40.6	260
Danville, Va.	40.3	261
Anniston	40.2	262
Burlington, Vt.	39.5	263
Cumberland	39.3	264
Fort Walton Beach	38.7	265
Pascagoula - Moss Point	38.7	265
Wausau	38.6	267
St. Joseph	38.2	268
Glens Falls	37.8	269
Albany, Ga.	37.7	270
Kokomo	37.6	271
Gadsden	37.4	272
Yuba City	37.2	273
State College	36.9	274
Columbia, Mo.	36.6	275
Florence, S.C.	36.6	275
Burlington, N.C.	36.4	277
Sheboygan	36.1	278
Lewiston - Auburn	35.8	279
Panama City	35.8	279
Rock Hill	35.8	279
Kankakee	35.6	282
Lawton	35.6	282
Grand Forks	34.9	284
Elmira	34.8	285
Bloomington, Ind.	34.6	286
Sherman - Denison	34.5	287
Bryan - College Station	34.0	288
Rochester, Minn.	33.4	289
La Crosse	32.7	290
Las Cruces	31.5	291
San Angelo	31.1	292
Jacksonville, N.C.	31.0	293
Pine Bluff	31.0	293
Iowa City	30.9	295
Owensboro	30.8	296
Dubuque	30.6	297
Midland	30.6	297
Great Falls	29.7	299
Bismarck	28.9	300
Casper	26.7	301
Laredo	26.6	302
Lawrence, Kans.	24.4	303
Enid	24.3	304
Victoria	23.7	305
Total Above Areas	**61,978.6**	
Percent of U.S.	**75.6743**	
U.S. Total	**81,901.8**	

...by its coverage.

The title is, simply, *The Belden Report.* And the subject is, significantly, the Dallas market. With highlights – and insights – on the demographics that make our city unique. This study is an invaluable resource for helping formulate effective advertising plans. And required reading for understanding your best customers – and the newspaper that reaches them. Because The Dallas Morning News has that affluent Dallas market covered.

Page 2: How many adults live in the Dallas County area? The Dallas Morning News reaches 418,000 daily – *more* than any other print medium!

Page 4: Why is North Dallas such a vital segment of the market? The Dallas Morning News has 241,000 readers there – 54% *more* than the evening paper!

Page 11: Who are the high income, educated achievers in Dallas? Among Dallas County adults with household income of $35,000+, for example, The Dallas Morning News reaches 145,000 – 64% *more* than the evening paper!

Page 6: What are the facts about Dallas shoppers? Among those who spent $100+ on designer sportswear, The Morning News has 95,000 readers – 70% *more* than the evening paper!

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SMM 781

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	82,157,498	1
Los Angeles - Long Beach	68,250,824	2
Chicago	67,717,726	3
Philadelphia	40,893,611	4
Detroit	40,854,544	5
San Francisco - Oakland	35,236,361	6
Washington	33,484,286	7
Boston - Lowell - Brockton - Lawrence - Haverhill	32,644,260	8
Houston	28,996,760	9
Dallas - Fort Worth	28,404,977	10
Nassau - Suffolk	25,785,605	11
Anaheim - Santa Ana - Garden Grove	20,095,279	12
St. Louis	19,943,575	13
Newark, N.J.	19,708,651	14
Minneapolis - St. Paul	19,563,065	15
Pittsburgh	18,444,923	16
Atlanta	17,325,552	17
Cleveland	17,107,999	18
Baltimore	16,739,556	19
San Diego	15,625,655	20
Denver - Boulder	15,274,950	21
Seattle - Everett	15,080,513	22
San Jose	14,949,499	23
Miami	13,794,615	24
Kansas City	12,643,763	25
Milwaukee	12,281,295	26
Phoenix	12,235,244	27
Riverside - San Bernardino - Ontario	12,153,370	28
Cincinnati	11,560,857	29
Tampa - St. Petersburg	11,509,300	30
Portland, Ore.	11,058,725	31
New Orleans	9,903,287	32
Indianapolis	9,836,477	33
Buffalo	9,761,253	34
Hartford - New Britain - Bristol	9,760,129	35
Bridgeport - Stamford - Norwalk - Danbury	9,713,996	36
Fort Lauderdale - Hollywood	9,479,620	37
Sacramento	9,404,593	38
Columbus, Ohio	9,169,774	39
Rochester, N.Y.	8,841,176	40
San Antonio	7,879,376	41
Oklahoma City	7,876,687	42
Louisville	7,298,481	43
Dayton	6,939,228	44
Memphis	6,858,247	45
Providence - Warwick - Pawtucket	6,830,449	46
Toledo	6,784,665	47
Nashville-Davidson	6,712,838	48
New Haven - West Haven - Waterbury - Meriden	6,540,946	49
Salt Lake City - Ogden	6,526,614	50
Total Top 50	**947,640,674**	
Albany - Schenectady - Troy	6,509,882	51
Honolulu	6,434,413	52
Greensboro - Winston-Salem - High Point	6,388,512	53
Birmingham	6,304,029	54
Tulsa	6,002,476	55
West Palm Beach - Boca Raton	5,885,776	56
Norfolk - Virginia Beach - Portsmouth	5,699,522	57
New Brunswick - Perth Amboy - Sayreville	5,610,126	58
Allentown - Bethlehem - Easton	5,431,016	59
Richmond	5,392,963	60
Worcester - Fitchburg - Leominster	5,381,589	61
Syracuse	5,355,085	62
Gary - Hammond - East Chicago	5,341,791	63
Orlando	5,320,501	64
Akron	5,222,150	65
Charlotte - Gastonia	5,209,773	66
Jacksonville, Fla.	5,079,427	67
Omaha	4,991,836	68
Long Branch - Asbury Park	4,709,520	69
Austin	4,631,803	70
Flint	4,559,763	71
Grand Rapids	4,486,293	72
Wilmington, Del.	4,480,835	73
Springfield - Chicopee - Holyoke	4,478,093	74
Jersey City	4,448,835	75
Northeast Pennsylvania	4,344,322	76
Youngstown - Warren	4,319,329	77
Raleigh - Durham	4,282,910	78
Tucson	4,148,281	79
Tacoma	4,144,349	80
Oxnard - Simi Valley - Ventura	4,135,231	81
Baton Rouge	4,096,162	82
Wichita	4,080,960	83
Harrisburg	4,040,832	84
Greenville - Spartanburg	4,003,642	85
Lansing - East Lansing	3,989,436	86
Las Vegas	3,963,882	87
Paterson - Clifton - Passaic	3,781,542	88
Fresno	3,774,004	89
Knoxville	3,630,108	90
Albuquerque	3,458,801	91
Davenport - Rock Island - Moline	3,452,415	92
New Bedford - Fall River	3,286,510	93
Peoria	3,232,298	94
Beaumont - Port Arthur - Orange	3,207,772	95
Little Rock - North Little Rock	3,172,518	96
Canton	3,163,166	97
Portsmouth - Dover - Rochester	3,096,395	98
Fort Wayne	3,094,320	99
Des Moines	3,039,759	100
Total Top 100	**1,173,937,627**	
York	3,031,298	101
Columbia, S.C.	3,007,393	102
Bakersfield	2,982,419	103
Madison	2,977,650	104
El Paso	2,975,949	105
Mobile	2,900,411	106
Stockton	2,878,284	107
Lancaster	2,861,279	108
Spokane	2,831,298	109
Trenton	2,830,307	110
Shreveport	2,759,066	111
Chattanooga	2,731,202	112
Charleston - North Charleston, S.C.	2,676,744	113
Santa Barbara - Santa Maria - Lompoc	2,667,543	114
Johnson City - Kingsport - Bristol	2,650,405	115
Vallejo - Fairfield - Napa	2,614,040	116
Reading	2,607,802	117
Ann Arbor	2,594,588	118
Santa Rosa	2,574,188	119
Rockford	2,510,220	120
Lexington-Fayette	2,472,598	121
Newport News - Hampton	2,418,395	122
Salinas - Seaside - Monterey	2,394,491	123
Jackson, Miss.	2,365,043	124
Charleston, W.Va.	2,343,260	125
Modesto	2,335,716	126
Appleton - Oshkosh	2,298,114	127
Colorado Springs	2,259,704	128
Evansville	2,258,386	129
Corpus Christi	2,252,767	130
Huntsville	2,249,416	131
Lakeland - Winter Haven	2,229,714	132
Manchester - Nashua	2,220,467	133
Utica - Rome	2,214,511	134
Augusta	2,213,048	135
South Bend	2,166,716	136
Huntington - Ashland	2,133,253	137
Eugene - Springfield	2,119,329	138
Hamilton - Middletown	2,111,006	139
Lorain - Elyria	2,102,117	140
Kalamazoo - Portage	2,093,579	141
Erie	2,041,268	142
Binghamton	2,001,303	143
Duluth - Superior	2,000,654	144
Montgomery	1,985,682	145
Reno	1,977,478	146
New London - Norwich	1,959,799	147
Melbourne - Titusville - Cocoa	1,959,374	148
Johnstown	1,942,625	149
Saginaw	1,919,171	150
Total Top 150	**1,294,638,697**	
Portland, Me.	1,856,564	151
Anchorage	1,849,807	152
Newburgh - Middletown	1,802,749	153
Pensacola	1,794,120	154
Salem	1,764,838	155
Lubbock	1,755,658	156
Poughkeepsie	1,691,930	157
Daytona Beach	1,685,526	158
Roanoke	1,648,153	159
Visalia - Tulare - Porterville	1,628,199	160
Lima	1,619,140	161
Macon	1,592,865	162
Springfield, Ill.	1,589,248	163
Topeka	1,586,669	164
Lincoln	1,573,904	165
Sarasota	1,572,524	166
Galveston - Texas City	1,557,225	167
Fort Myers - Cape Coral	1,553,554	168
Fayetteville, N.C.	1,545,697	169
Atlantic City	1,540,953	170
Savannah	1,520,576	171
Amarillo	1,499,385	172
Springfield, Mo.	1,480,005	173
Cedar Rapids	1,469,330	174
Santa Cruz	1,457,633	175
Columbus, Ga.	1,456,055	176
Killeen - Temple	1,422,418	177
Champaign - Urbana - Rantoul	1,419,243	178
Battle Creek	1,402,558	179
Bremerton	1,390,037	180
Racine	1,383,217	181
Green Bay	1,352,017	182
Wheeling	1,350,840	183
Steubenville - Weirton	1,344,631	184
Richland - Kennewick - Pasco	1,310,279	185
Boise	1,301,436	186
Springfield, Ohio	1,285,198	187
Fort Smith	1,274,782	188
Lafayette, La.	1,271,076	189
Asheville	1,262,016	190
Fayetteville - Springdale	1,260,223	191
Lake Charles	1,246,405	192
McAllen - Pharr - Edinburg	1,245,183	193
Salisbury - Concord	1,224,291	194
Olympia	1,223,325	195
Parkersburg - Marietta	1,222,883	196
Tallahassee	1,221,396	197
Pittsfield	1,218,499	198
Fort Collins	1,207,129	199
Terre Haute	1,204,610	200
Total Top 200	**1,367,774,696**	
Kenosha	1,202,440	201
Biloxi - Gulfport	1,202,201	202
Provo - Orem	1,201,868	203
Waco	1,189,402	204
Fargo - Moorhead	1,188,798	205
Waterloo - Cedar Falls	1,188,335	206
Yakima	1,167,168	207
Decatur	1,145,356	208
Anderson, Ind.	1,139,365	209
Longview - Marshall	1,137,586	210
Janesville - Beloit	1,120,420	211
Elkhart	1,113,510	212
Muskegon - Norton Shores - Muskegon Heights	1,102,336	213
Chico	1,098,457	214
Bradenton	1,074,598	215
Jackson, Mich.	1,053,654	216
Benton Harbor	1,052,991	217
Bloomington - Normal	1,043,237	218
Gainesville	1,032,769	219
Abilene	1,023,330	220
St. Cloud	1,021,348	221
Tyler	1,008,463	222
Wichita Falls	1,003,216	223
Tuscaloosa	993,956	224
Sioux Falls	978,250	225
Pascagoula - Moss Point	977,215	226
Clarksville - Hopkinsville	976,887	227
Muncie	976,309	228
Odessa	969,842	229
Lynchburg	962,231	230
Mansfield	959,678	231
Monroe	959,314	232
Hickory	959,044	233
Brownsville - Harlingen - San Benito	950,216	234
Wilmington, N.C.	946,557	235
Redding	945,775	236
Alexandria, La.	945,492	237
Kokomo	937,861	238
Vineland - Millville - Bridgeton	931,173	239
Sioux City	929,877	240
Bay City	912,668	241
Medford	907,926	242
Altoona	907,473	243
Pueblo	892,239	244
Lafayette - West Lafayette	888,580	245
Bangor	887,219	246
Burlington, Vt.	873,104	247
Sharon	866,711	248
Anderson, S.C.	866,641	249
Bellingham	862,840	250
Total Top 250	**1,418,450,622**	
Wausau	861,636	251
Greeley	857,840	252
Petersburg - Colonial Heights - Hopewell	854,777	253
Midland	854,027	254
Billings	853,450	255
Rochester, Minn.	852,593	256
Lawton	837,483	257
Eau Claire	833,687	258
Kankakee	823,638	259
Florence, Ala.	803,223	260
Albany, Ga.	799,779	261
Athens	787,987	262
Williamsport	783,692	263
Newark, Ohio	781,365	264
Casper	780,543	265
Sheboygan	779,793	266
Charlottesville	774,746	267
Dubuque	772,428	268
Texarkana	769,102	269
Hagerstown	765,979	270
Ocala	753,664	271
State College	741,776	272
Fort Walton Beach	739,950	273
Sherman - Denison	739,492	274
St. Joseph	731,793	275
Columbia, Mo.	728,730	276
Grand Forks	726,187	277
Danville, Va.	722,302	278
Joplin	720,368	279
Rock Hill	713,162	280
Glens Falls	703,302	281
Yuba City	701,636	282
Florence, S.C.	700,504	283
Bryan - College Station	680,085	284
Burlington, N.C.	676,179	285
Elmira	671,342	286
Bloomington, Ind.	664,475	287
Anniston	661,963	288
Owensboro	661,694	289
Bismarck	653,558	290
Pine Bluff	638,388	291
Iowa City	608,669	292
Cumberland	607,021	293
Lewiston - Auburn	601,770	294
San Angelo	599,756	295
Panama City	597,513	296
La Crosse	592,541	297
Great Falls	591,328	298
Las Cruces	581,719	299
Gadsden	573,780	300
Jacksonville, N.C.	571,301	301
Victoria	525,201	302
Lawrence, Kans.	503,361	303
Enid	481,872	304
Laredo	436,423	305
Total Above Areas	**1,457,281,195**	
Percent of U.S.	**80.3278**	
U.S. Total	**1,814,166,815**	

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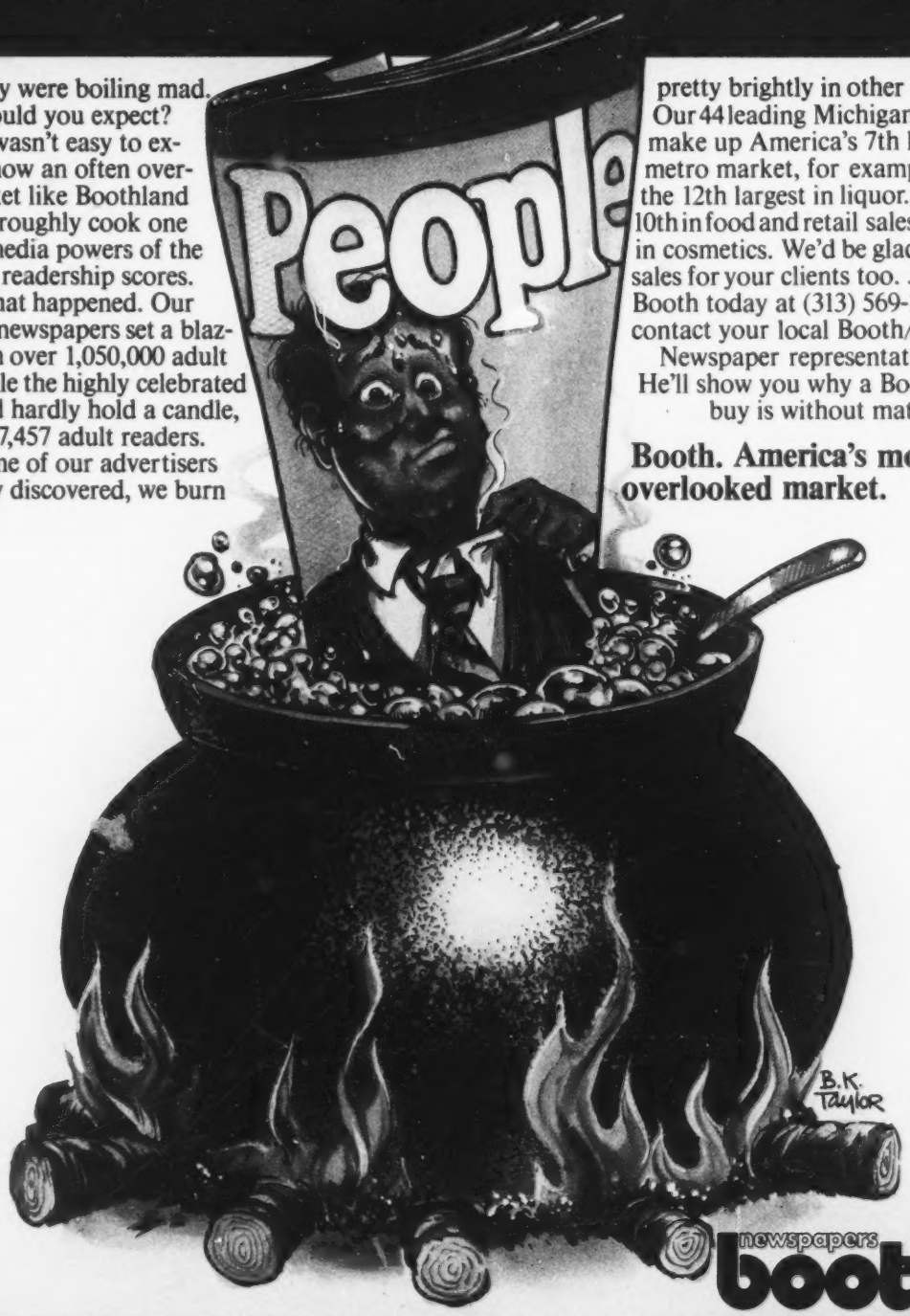

newspapers booth

ann arbor news • jackson citizen patriot • flint journal • saginaw news • bay city times • muskegon chronicle • grand rapids press • kalamazoo gazette

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
San Jose	29,239	1
Bridgeport - Stamford - Norwalk - Danbury	28,327	2
Nassau - Suffolk	27,693	3
Casper	26,855	4
New Brunswick - Perth Amboy - Sayreville	26,503	5
Washington	26,217	6
Kenosha	26,033	7
Anaheim - Santa Ana - Garden Grove	25,925	8
Anchorage	25,816	9
Newark, N.J.	25,553	10
Detroit	24,464	11
Chicago	24,196	12
San Francisco - Oakland	23,993	13
Houston	23,988	14
Midland	23,979	15
Long Branch - Asbury Park	23,853	16
Bremerton	23,794	17
Hartford - New Britain - Bristol	23,792	18
Honolulu	23,452	19
Flint	23,432	20
Rockford	23,414	21
Ann Arbor	23,409	22
Gary - Hammond - East Chicago	23,389	23
Trenton	23,386	24
Rochester, Minn.	23,371	25
Dubuque	23,364	26
Rochester, N.Y.	23,284	27
Richland - Kennewick - Pasco	23,192	28
Saginaw	23,175	29
Kokomo	23,094	30
Olympia	23,092	31
Wichita	23,043	32
Davenport - Rock Island - Moline	22,878	33
Minneapolis - St. Paul	22,788	34
Pascagoula - Moss Point	22,781	35
Peoria	22,588	36
Kansas City	22,530	37
Dallas - Fort Worth	22,409	38
Cedar Rapids	22,392	39
Cleveland	22,303	40
Waterloo - Cedar Falls	22,264	41
Steubenville - Weirton	22,250	42
Milwaukee	22,204	43
Paterson - Clifton - Passaic	22,185	44
Boston - Lowell - Brockton - Lawrence - Haverhill	22,029	45
Philadelphia	22,007	46
Toledo	21,971	47
Sioux Falls	21,968	48
Lansing - East Lansing	21,953	49
Harrisburg	21,823	50
Seattle - Everett	21,807	51
Denver - Boulder	21,800	52
Beaumont - Port Arthur - Orange	21,793	53
New Haven - West Haven - Waterbury - Meriden	21,793	53
Kankakee	21,774	55
Hamilton - Middletown	21,737	56
Decatur	21,601	57
Des Moines	21,533	58
Reno	21,530	59
Omaha	21,524	60
Madison	21,420	61
Wilmington, Del.	21,385	62
Bloomington - Normal	21,370	63
Youngstown - Warren	21,347	64
Baton Rouge	21,345	65
Janesville - Beloit	21,317	66
Worcester - Fitchburg - Leominster	21,312	67
Oxnard - Simi Valley - Ventura	21,308	68
Sacramento	21,252	69
Los Angeles - Long Beach	21,231	70
St. Louis	21,222	71
Odessa	21,221	72
Oklahoma City	21,195	73
Lorain - Elyria	21,075	74
Fargo - Moorhead	21,063	75
Pittsfield	21,057	76
Racine	21,055	77
Fort Wayne	21,045	78
Dayton	21,015	79
Indianapolis	21,014	80
Charleston, W.Va.	21,010	81
Syracuse	21,008	82
Allentown - Bethlehem - Easton	20,980	83
Reading	20,967	84
Manchester - Nashua	20,858	85
Santa Barbara - Santa Maria - Lompoc	20,730	86
Elkhart	20,690	87
Lancaster	20,657	88
Appleton - Oshkosh	20,656	89
Cincinnati	20,656	89
New London - Norwich	20,624	91
Atlanta	20,617	92
Anderson, Ind.	20,614	93
Wausau	20,574	94
Richmond	20,553	95
Green Bay	20,496	96
Akron	20,461	97
Modesto	20,456	98
Bismarck	20,407	99
Canton	20,407	99
Portland, Ore.	20,391	101
Bay City	20,374	102
York	20,271	103
Sheboygan	20,216	104
Amarillo	20,136	105
Columbus, Ohio	20,087	106
Stockton	19,975	107
Galveston - Texas City	19,973	108
Las Vegas	19,940	109
Tulsa	19,935	110
New Orleans	19,907	111
Topeka	19,896	112
Lafayette, La.	19,861	113
Burlington, Vt.	19,854	114
Pittsburgh	19,805	115
Lima	19,795	116
Charlotte - Gastonia	19,791	117
Albany - Schenectady - Troy	19,773	118
Louisville	19,643	119
Victoria	19,635	120
Salinas - Seaside - Monterey	19,612	121
Tacoma	19,608	122
South Bend	19,566	123
Springfield - Chicopee - Holyoke	19,542	124
Lake Charles	19,524	125
Lubbock	19,445	126
Springfield, Ill.	19,434	127
Grand Rapids	19,426	128
Champaign - Urbana - Rantoul	19,393	129
Baltimore	19,388	130
Muncie	19,360	131
Salt Lake City - Ogden	19,342	132
Redding	19,300	133
Providence - Warwick - Pawtucket	19,228	134
Vallejo - Fairfield - Napa	19,227	135
Jersey City	19,218	136
Battle Creek	19,215	137
Parkersburg - Marietta	19,120	138
Buffalo	19,118	139
New York	19,092	140
Bellingham	19,088	141
Sioux City	19,071	142
Poughkeepsie	19,066	143
Owensboro	19,058	144
Mansfield	19,020	145
Johnstown	19,005	146
Spokane	18,995	147
Erie	18,977	148
Vineland - Millville - Bridgeton	18,964	149
Phoenix	18,890	150
Santa Rosa	18,882	151
San Diego	18,858	152
Little Rock - North Little Rock	18,807	153
Newburgh - Middletown	18,795	154
Nashville-Davidson	18,772	155
Jackson, Mich.	18,742	156
Lincoln	18,715	157
Raleigh - Durham	18,677	158
Portsmouth - Dover - Rochester	18,640	159
Riverside - San Bernardino - Ontario	18,637	160
Sherman - Denison	18,611	161
Greensboro - Winston-Salem - High Point	18,606	162
Kalamazoo - Portage	18,553	163
Lafayette - West Lafayette	18,537	164
Billings	18,517	165
Hickory	18,497	166
Austin	18,476	167
Bakersfield	18,467	168
Duluth - Superior	18,436	169
Memphis	18,430	170
Sharon	18,412	171
Huntsville	18,404	172
Fort Collins	18,395	173
West Palm Beach - Boca Raton	18,384	174
Rock Hill	18,337	175
Portland, Me.	18,290	176
Springfield, Ohio	18,175	177
Lexington-Fayette	18,165	178
Wheeling	18,089	179
Tyler	18,065	180
San Antonio	18,058	181
Columbia, S.C.	18,010	182
Corpus Christi	17,971	183
Evansville	17,867	184
Jackson, Miss.	17,866	185
Eugene - Springfield	17,862	186
Longview - Marshall	17,862	186
Atlantic City	17,841	188
Fort Lauderdale - Hollywood	17,825	189
Utica - Rome	17,797	190
Melbourne - Titusville - Cocoa	17,736	191
Boise	17,735	192
New Bedford - Fall River	17,735	192
St. Cloud	17,718	194
Albuquerque	17,696	195
Birmingham	17,660	196
Knoxville	17,629	197
Montgomery	17,592	198
Miami	17,573	199
Pueblo	17,568	200
Fresno	17,551	201
Greenville - Spartanburg	17,510	202
Great Falls	17,461	203
Grand Forks	17,454	204
Provo - Orem	17,416	205
Wichita Falls	17,378	206
Norfolk - Virginia Beach - Portsmouth	17,368	207
Roanoke	17,363	208
Elmira	17,309	209
Tucson	17,302	210
Shreveport	17,270	211
Albany, Ga.	17,188	212
Burlington, N.C.	17,187	213
Newark, Ohio	17,175	214
El Paso	17,157	215
Enid	17,133	216
Hagerstown	17,124	217
Binghamton	17,093	218
Abilene	17,053	219
Lawrence, Kans.	17,024	220
Lawton	17,001	221
Orlando	16,993	222
Tuscaloosa	16,978	223
Williamsport	16,905	224
Iowa City	16,887	225
St. Joseph	16,886	226
Petersburg - Colonial Heights - Hopewell	16,808	227
Greeley	16,802	228
Bangor	16,768	229
Salem	16,722	230
Pine Bluff	16,700	231
Glens Falls	16,621	232
Eau Claire	16,576	233
Northeast Pennsylvania	16,556	234
Altoona	16,549	235
Huntington - Ashland	16,528	236
Salisbury - Concord	16,514	237
Tallahassee	16,462	238
Augusta	16,454	239
State College	16,445	240
Anderson, S.C.	16,428	241
Newport News - Hampton	16,410	242
Mobile	16,394	243
Colorado Springs	16,384	244
Muskegon - Norton Shores - Muskegon Heights	16,358	245
Columbia, Mo.	16,285	246
La Crosse	16,275	247
Florence, S.C.	16,214	248
Visalia - Tulare - Porterville	16,205	249
Monroe	16,190	250
Santa Cruz	16,190	250
Yakima	16,189	252
Waco	16,168	253
Springfield, Mo.	16,139	254
Benton Harbor	16,107	255
Savannah	15,991	256
Terre Haute	15,982	257
Lynchburg	15,950	258
Medford	15,950	258
Lakeland - Winter Haven	15,903	260
Asheville	15,848	261
Chattanooga	15,839	262
Fayetteville - Springdale	15,768	263
Jacksonville, Fla.	15,744	264
Fort Walton Beach	15,700	265
Yuba City	15,688	266
Macon	15,651	267
Bloomington, Ind.	15,615	268
San Angelo	15,590	269
Wilmington, N.C.	15,537	270
Danville, Va.	15,467	271
Charlottesville	15,440	272
Charleston - North Charleston, S.C.	15,418	273
Chico	15,283	274
Bryan - College Station	15,190	275
Lewiston - Auburn	15,030	276
Las Cruces	15,023	277
Clarksville - Hopkinsville	14,998	278
Alexandria, La.	14,988	279
Killeen - Temple	14,987	280
Pensacola	14,925	281
Biloxi - Gulfport	14,904	282
Florence, Ala.	14,887	283
Fort Myers - Cape Coral	14,729	284
Columbus, Ga.	14,662	285
Gainesville	14,597	286
Johnson City - Kingsport - Bristol	14,583	287
Texarkana	14,534	288
Fayetteville, N.C.	14,460	289
Cumberland	14,336	290
Panama City	14,256	291
Fort Smith	14,037	292
Anniston	13,989	293
Tampa - St. Petersburg	13,923	294
Gadsden	13,898	295
Athens	13,877	296
Bradenton	12,924	297
Sarasota	12,863	298
Ocala	12,442	299
Joplin	12,434	300
Daytona Beach	11,835	301
Jacksonville, N.C.	11,797	302
Laredo	11,706	303
Brownsville - Harlingen - San Benito	11,653	304
McAllen - Pharr - Edinburg	11,275	305
Median Above Areas	**20,523**	
U.S. Median	**19,146**	

UNYT

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DAILY INFLUENCING
OVER 1.4 MILLION ADULT READERS
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Source: Scarborough Report 1980

UNYT

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Represented by Newhouse Newspapers

***Richmond, Hudson, Essex, Morris, Somerset, Middlesex, Monmouth, Union.**

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	33,393,938	1
New York	31,829,889	2
Chicago	30,768,333	3
Detroit	20,786,278	4
Philadelphia	18,567,842	5
Houston	17,080,920	6
Boston - Lowell - Brockton - Lawrence - Haverhill	15,847,767	7
San Francisco - Oakland	15,838,242	8
Dallas - Fort Worth	15,761,395	9
Washington	15,480,683	10
Nassau - Suffolk	12,733,767	11
Minneapolis - St. Paul	10,539,044	12
Anaheim - Santa Ana - Garden Grove	10,408,724	13
St. Louis	10,131,158	14
Atlanta	9,622,552	15
Baltimore	9,438,116	16
Pittsburgh	9,307,129	17
Cleveland	8,744,557	18
Seattle - Everett	8,670,204	19
Miami	8,168,167	20
Newark, N.J.	8,140,097	21
San Diego	8,081,133	22
Denver - Boulder	8,073,046	23
Tampa - St. Petersburg	7,433,400	24
Kansas City	6,728,824	25
San Jose	6,713,674	26
Phoenix	6,517,581	27
Riverside - San Bernardino - Ontario	6,488,906	28
Milwaukee	6,351,839	29
Portland, Ore.	6,292,697	30
Fort Lauderdale - Hollywood	6,137,624	31
Cincinnati	6,081,976	32
Buffalo	5,529,068	33
Indianapolis	5,209,124	34
New Orleans	4,969,126	35
Columbus, Ohio	4,941,214	36
Sacramento	4,887,527	37
San Antonio	4,646,972	38
Oklahoma City	4,463,795	39
Rochester, N.Y.	4,454,078	40
Hartford - New Britain - Bristol	4,281,274	41
Louisville	3,997,347	42
Nashville-Davidson	3,818,282	43
Birmingham	3,791,865	44
Salt Lake City - Ogden	3,754,770	45
Memphis	3,680,872	46
Bridgeport - Stamford - Norwalk - Danbury	3,626,997	47
Honolulu	3,567,464	48
Greensboro - Winston-Salem - High Point	3,532,448	49
Dayton	3,491,867	50
Total Top 50	**472,803,592**	
Albany - Schenectady - Troy	3,489,574	51
Orlando	3,454,147	52
Tulsa	3,433,899	53
Toledo	3,402,507	54
Jacksonville, Fla.	3,348,640	55
Norfolk - Virginia Beach - Portsmouth	3,290,220	56
Richmond	3,206,039	57
West Palm Beach - Boca Raton	3,090,880	58
Providence - Warwick - Pawtucket	3,063,861	59
New Haven - West Haven - Waterbury - Meriden	2,966,659	60
Charlotte - Gastonia	2,864,641	61
Syracuse	2,855,282	62
Akron	2,818,861	63
Worcester - Fitchburg - Leominster	2,810,604	64
Allentown - Bethlehem - Easton	2,710,381	65
Grand Rapids	2,652,297	66
Austin	2,618,500	67
Gary - Hammond - East Chicago	2,603,359	68
New Brunswick - Perth Amboy - Sayreville	2,534,594	69
Springfield - Chicopee - Holyoke	2,527,449	70
Flint	2,506,953	71
Las Vegas	2,498,455	72
Greenville - Spartanburg	2,457,027	73
Omaha	2,431,926	74
Northeast Pennsylvania	2,362,065	75
Fresno	2,313,863	76
Youngstown - Warren	2,259,878	77
Wilmington, Del.	2,257,621	78
Raleigh - Durham	2,216,346	79
Baton Rouge	2,194,750	80
Long Branch - Asbury Park	2,168,913	81
Tucson	2,153,325	82
Albuquerque	2,150,526	83
Harrisburg	2,119,829	84
Wichita	2,089,736	85
Knoxville	2,075,684	86
Oxnard - Simi Valley - Ventura	2,064,167	87
New Bedford - Fall River	1,993,875	88
Beaumont - Port Arthur - Orange	1,960,013	89
El Paso	1,955,563	90
Lansing - East Lansing	1,954,720	91
Paterson - Clifton - Passaic	1,920,831	92
Des Moines	1,916,624	93
Tacoma	1,889,582	94
Portsmouth - Dover - Rochester	1,837,917	95
Davenport - Rock Island - Moline	1,815,434	96
Canton	1,797,890	97
Mobile	1,794,542	98
Little Rock - North Little Rock	1,791,305	99
Bakersfield	1,785,640	100
Total Top 100	**595,280,986**	
Peoria	1,769,882	101
Johnson City - Kingsport - Bristol	1,715,758	102
Chattanooga	1,686,510	103
Columbia, S.C.	1,676,626	104
Lexington-Fayette	1,672,571	105
Jersey City	1,656,291	106
Newport News - Hampton	1,615,517	107
Fort Wayne	1,597,220	108
Shreveport	1,562,664	109
Madison	1,548,043	110
Charleston - North Charleston, S.C.	1,547,855	111
Spokane	1,516,871	112
Lancaster	1,503,424	113
Lakeland - Winter Haven	1,484,436	114
Stockton	1,478,468	115
Eugene - Springfield	1,448,232	116
York	1,448,153	117
Santa Rosa	1,448,060	118
Corpus Christi	1,442,325	119
Charleston, W.Va.	1,405,636	120
Jackson, Miss.	1,405,192	121
Reno	1,391,833	122
Santa Barbara - Santa Maria - Lompoc	1,389,430	123
Trenton	1,367,861	124
Colorado Springs	1,349,232	125
Reading	1,333,379	126
Evansville	1,298,093	127
Augusta	1,285,736	128
Utica - Rome	1,283,296	129
Vallejo - Fairfield - Napa	1,282,709	130
Lubbock	1,279,860	131
Daytona Beach	1,268,986	132
Portland, Me.	1,256,831	133
Huntington - Ashland	1,237,658	134
Salinas - Seaside - Monterey	1,234,626	135
Sarasota	1,223,537	136
Binghamton	1,223,198	137
Manchester - Nashua	1,217,090	138
Huntsville	1,207,001	139
Amarillo	1,200,666	140
Modesto	1,200,324	141
Ann Arbor	1,197,114	142
Roanoke	1,196,862	143
Kalamazoo - Portage	1,195,336	144
Melbourne - Titusville - Cocoa	1,188,339	145
Pensacola	1,170,779	146
Anchorage	1,156,435	147
Fort Myers - Cape Coral	1,154,930	148
Rockford	1,153,074	149
Appleton - Oshkosh	1,147,868	150
Total Top 150	**664,002,803**	
South Bend	1,128,048	151
Newburgh - Middletown	1,110,763	152
Montgomery	1,109,296	153
McAllen - Pharr - Edinburg	1,108,807	154
Salem	1,106,772	155
Duluth - Superior	1,095,627	156
Macon	1,092,221	157
Erie	1,079,626	158
Poughkeepsie	1,067,206	159
Springfield, Mo.	1,048,143	160
Saginaw	1,025,516	161
Johnstown	1,021,832	162
Savannah	1,012,004	163
Lorain - Elyria	1,008,321	164
Atlantic City	998,340	165
Galveston - Texas City	982,267	166
Visalia - Tulare - Porterville	969,270	167
Springfield, Ill.	941,673	168
Boise	940,193	169
Fort Smith	928,018	170
Lincoln	919,399	171
Columbus, Ga.	914,104	172
Hamilton - Middletown	898,027	173
Longview - Marshall	894,247	174
New London - Norwich	888,986	175
Santa Cruz	885,935	176
Lima	882,555	177
Terre Haute	846,783	178
Waco	840,358	179
Richland - Kennewick - Pasco	833,041	180
Cedar Rapids	830,402	181
Topeka	828,846	182
Fayetteville, N.C.	824,500	183
Lafayette, La.	818,855	184
Odessa	806,838	185
Fargo - Moorhead	806,255	186
Brownsville - Harlingen - San Benito	786,274	187
Wheeling	786,252	188
Fayetteville - Springdale	778,869	189
Parkersburg - Marietta	778,304	190
St. Cloud	778,076	191
Green Bay	776,200	192
Champaign - Urbana - Rantoul	756,621	193
Sioux Falls	750,656	194
Lake Charles	742,835	195
Waterloo - Cedar Falls	739,769	196
Asheville	738,191	197
Tyler	731,132	198
Benton Harbor	726,312	199
Billings	725,592	200
Total Top 200	**709,090,960**	
Killeen - Temple	724,204	201
Tallahassee	721,527	202
Yakima	719,343	203
Fort Collins	716,672	204
Medford	715,182	205
Abilene	714,716	206
Bradenton	714,321	207
Wichita Falls	702,357	208
Gainesville	697,990	209
Biloxi - Gulfport	691,603	210
Pittsfield	685,001	211
Lynchburg	674,291	212
Springfield, Ohio	664,932	213
Provo - Orem	664,530	214
Elkhart	643,497	215
Redding	636,944	216
Racine	634,740	217
Muskegon - Norton Shores - Muskegon Heights	630,251	218
Battle Creek	626,549	219
Salisbury - Concord	622,151	220
Janesville - Beloit	617,735	221
Decatur	616,403	222
Monroe	609,855	223
Bangor	606,247	224
Mansfield	604,186	225
Chico	601,706	226
Joplin	600,306	227
Altoona	590,984	228
Steubenville - Weirton	583,595	229
Hagerstown	577,146	230
Wilmington, N.C.	576,403	231
Vineland - Millville - Bridgeton	575,935	232
Anderson, S.C.	572,803	233
Eau Claire	571,697	234
Clarksville - Hopkinsville	569,978	235
Jackson, Mich.	569,953	236
Hickory	565,635	237
Bloomington - Normal	560,099	238
Texarkana	557,047	239
Casper	553,878	240
Bremerton	545,883	241
Anderson, Ind.	542,136	242
Sioux City	541,792	243
Laredo	535,968	244
Alexandria, La.	534,500	245
Rochester, Minn.	532,651	246
Florence, Ala.	531,363	247
Athens	520,271	248
Muncie	519,425	249
Ocala	518,746	250
Total Top 250	**739,696,087**	
Sharon	517,645	251
Midland	516,266	252
Tuscaloosa	514,485	253
Bay City	512,697	254
Pueblo	510,789	255
Bellingham	505,284	256
Charlottesville	503,311	257
Grand Forks	501,054	258
Olympia	500,387	259
Petersburg - Colonial Heights - Hopewell	499,730	260
Burlington, Vt.	490,297	261
Panama City	489,988	262
Lafayette - West Lafayette	488,372	263
San Angelo	485,901	264
Florence, S.C.	475,616	265
Dubuque	471,861	266
Glens Falls	471,794	267
Albany, Ga.	467,181	268
State College	466,273	269
Williamsport	464,284	270
Fort Walton Beach	460,372	271
Bismarck	452,667	272
Kokomo	450,715	273
St. Joseph	448,124	274
Owensboro	446,305	275
Great Falls	444,459	276
Victoria	441,338	277
Columbia, Mo.	440 413	278
Anniston	437,076	279
La Crosse	431,760	280
Kankakee	412,102	281
Newark, Ohio	409,848	282
Lewistan - Auburn	408,300	283
Bryan - College Station	406,874	284
Sherman - Denison	405,753	285
Danville, Va.	405,664	286
Wausau	403,814	287
Burlington, N.C.	400,855	288
Gadsden	399,815	289
Lawton	399,396	290
Iowa City	393,070	291
Cumberland	392,864	292
Greeley	388,538	293
Elmira	384,083	294
Rock Hill	381,223	295
Kenosha	379,686	296
Sheboygan	377,064	297
Yuba City	375,698	298
Pine Bluff	367,268	299
Pascagoula - Moss Point	362,335	300
Bloomington, Ind.	344,259	301
Enid	333,167	302
Las Cruces	331,727	303
Jacksonville, N.C.	291,040	304
Lawrence, Kans.	265,646	305
Total Above Areas	**763,422,620**	
Percent of U.S.	**79.0501**	
U.S. Total	**965,745,665**	

The Brand...

- Every employee an owner
- American Management Association trained Management Team
- Representing diversified newspapers in 40 states
- The only independently owned newspaper sales organization with an inhouse (IBM) System 34 Management Information System
- Complete Marketing/Research/Promotion divisions utilizing 3 off-line media analyses systems plus on-line terminal access
- Retail representation with an unparalleled library of data on chain stores of all kinds

Broadcaster

NEWSPAPER SALES
PROFESSIONALISM AT WORK FOR YOU

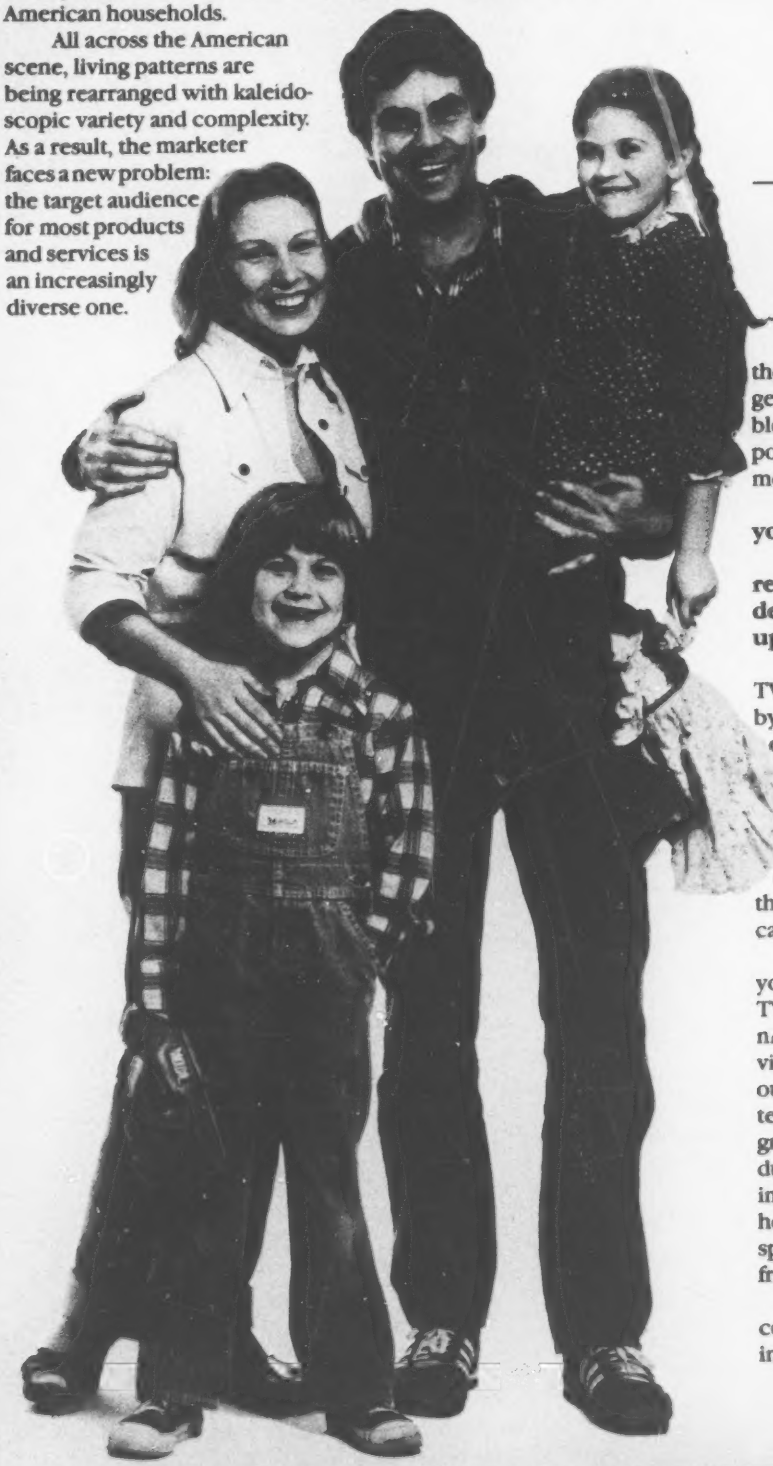
PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Casper	20,744	1
Laredo	20,149	2
Odessa	19,302	3
Victoria	18,622	4
Anchorage	18,444	5
Sioux Falls	18,264	6
Amarillo	18,137	7
Billings	17,569	8
Reno	17,355	9
Lubbock	17,179	10
Midland	16,871	11
Longview - Marshall	16,171	12
Fargo - Moorhead	16,093	13
Houston	16,057	14
Rochester, Minn.	15,948	15
Bismarck	15,663	16
Richland - Kennewick - Pasco	15,659	17
Lafayette, La.	15,657	18
San Angelo	15,624	19
Nassau - Suffolk	15,542	20
Tyler	15,425	21
Dubuque	15,420	22
St. Cloud	15,316	23
Honolulu	15,142	24
Waterloo - Cedar Falls	15,097	25
Great Falls	14,965	26
Des Moines	14,904	27
Wichita Falls	14,880	28
Anaheim - Santa Ana - Garden Grove	14,689	29
Beaumont - Port Arthur - Orange	14,605	30
Owensboro	14,490	31
Grand Forks	14,357	32
Abilene	14,323	33
Lexington-Fayette	14,320	34
Boise	14,310	35
Dallas - Fort Worth	14,261	36
Redding	14,249	37
San Jose	14,248	38
Fort Lauderdale - Hollywood	14,217	39
Hagerstown	14,215	40
Medford	14,134	41
Roanoke	14,131	42
McAllen - Pharr - Edinburg	14,071	43
Oklahoma City	14,002	44
Charleston, W.Va.	13,917	45
Portland, Me.	13,888	46
Flint	13,881	47
Galveston - Texas City	13,874	48
Richmond	13,807	49
Las Vegas	13,796	50
Atlantic City	13,751	51
Seattle - Everett	13,745	52
Enid	13,711	53
Washington	13,707	54
Panama City	13,687	55
Detroit	13,646	56
Eugene - Springfield	13,560	57
Minneapolis - St. Paul	13,541	58
Corpus Christi	13,518	59
El Paso	13,505	60
Kansas City	13,439	61
Waco	13,381	62
Fort Myers - Cape Coral	13,367	63
Wichita	13,353	64
Peoria	13,327	65
Sarasota	13,299	66
Springfield, Mo.	13,268	67
Saginaw	13,267	68
Cedar Rapids	13,223	69
Parkersburg - Marietta	13,214	70
La Crosse	13,204	71
Elkhart	13,159	72
Orlando	13,154	73
Bloomington - Normal	13,148	74
Terre Haute	13,048	75
Poughkeepsie	12,999	76
Tulsa	12,997	77
Brownsville - Harlingen - San Benito	12,996	78
Florence, S.C.	12,995	79
Atlanta	12,988	80
San Antonio	12,980	81
Pittsfield	12,974	82
Baton Rouge	12,964	83
Bangor	12,954	84
Newburgh - Middletown	12,946	85
Davenport - Rock Island - Moline	12,930	86
Lake Charles	12,874	87
Rochester, N.Y.	12,873	88
Vineland - Millville - Bridgeton	12,856	89
Mansfield	12,855	90
Denver - Boulder	12,851	91
Austin	12,848	92
Portland, Ore.	12,840	93
Albuquerque	12,839	94
Miami	12,827	95
Trenton	12,820	96
Bridgeport - Stamford - Norwalk - Danbury	12,803	97
Springfield, Ill.	12,794	98
Harrisburg	12,785	99
Newport News - Hampton	12,771	100
West Palm Beach - Boca Raton	12,741	101
Champaign - Urbana - Rantoul	12,738	102
New Brunswick - Perth Amboy - Sayreville	12,737	103
Iowa City	12,721	104
Fort Collins	12,707	105
Jackson, Miss.	12,705	106
Lynchburg	12,699	107
Green Bay	12,642	108
State College	12,636	109
Sioux City	12,629	110
Syracuse	12,628	111
Salinas - Seaside - Monterey	12,611	112
Fresno	12,610	113
Decatur	12,605	114
Grand Rapids	12,600	115
Monroe	12,600	115
Ann Arbor	12,588	117
Lakeland - Winter Haven	12,580	118
Eau Claire	12,537	119
Long Branch - Asbury Park	12,537	119
Madison	12,525	121
Cleveland	12,512	122
Milwaukee	12,511	123
Lincoln	12,509	124
Paterson - Clifton - Passaic	12,489	125
Glens Falls	12,481	126
Bakersfield	12,452	127
Canton	12,451	128
Santa Barbara - Santa Maria - Lompoc	12,450	129
Burlington, Vt.	12,413	130
Fort Smith	12,407	131
Charlotte - Gastonia	12,401	132
Albany, Ga.	12,392	133
Jacksonville, Fla.	12,389	134
Bellingham	12,384	135
Manchester - Nashua	12,381	136
Janesville - Beloit	12,379	137
Macon	12,369	138
Springfield - Chicopee - Holyoke	12,365	139
Buffalo	12,364	140
Savannah	12,357	141
Nashville-Davidson	12,349	142
Little Rock - North Little Rock	12,345	143
Sacramento	12,336	144
Portsmouth - Dover - Rochester	12,318	145
Worcester - Fitchburg - Leominster	12,316	146
Baltimore	12,289	147
Gainesville	12,289	147
Modesto	12,286	149
Birmingham	12,275	150
Wilmington, Del.	12,270	151
Indianapolis	12,265	152
Salt Lake City - Ogden	12,262	153
Chicago	12,239	154
Bay City	12,236	155
Columbia, S.C.	12,229	156
Columbus, Ohio	12,222	157
Joplin	12,201	158
San Francisco - Oakland	12,192	159
Santa Rosa	12,189	160
Charlottesville	12,187	161
Greenville - Spartanburg	12,176	162
Louisville	12,150	163
Norfolk - Virginia Beach - Portsmouth	12,141	164
Los Angeles - Long Beach	12,127	165
Boston - Lowell - Brockton - Lawrence - Haverhill	12,102	166
Toledo	12,083	167
Hickory	12,060	168
Cincinnati	12,046	169
Columbia, Mo.	12,033	170
Lansing - East Lansing	12,029	171
Albany - Schenectady - Troy	12,012	172
Tallahassee	12,005	173
Texarkana	12,005	173
Gary - Hammond - East Chicago	12,003	175
Kokomo	11,987	176
Youngstown - Warren	11,976	177
Newark, N.J.	11,971	178
Bryan - College Station	11,967	179
Santa Cruz	11,956	180
St. Louis	11,949	181
Altoona	11,939	182
Akron	11,929	183
Lancaster	11,913	184
Anderson, S.C.	11,909	185
Fort Walton Beach	11,896	186
Benton Harbor	11,887	187
Kalamazoo - Portage	11,882	188
Pine Bluff	11,847	189
Colorado Springs	11,825	190
Salem	11,824	191
Clarksville - Hopkinsville	11,801	192
Lafayette - West Lafayette	11,796	193
New Bedford - Fall River	11,784	194
Sherman - Denison	11,761	195
Omaha	11,737	196
St. Joseph	11,731	197
Topeka	11,723	198
Fayetteville - Springdale	11,712	199
Visalia - Tulare - Porterville	11,706	200
Petersburg - Colonial Heights - Hopewell	11,703	201
Fort Wayne	11,701	202
Mobile	11,698	203
Montgomery	11,689	204
San Diego	11,670	205
Lima	11,643	206
Knoxville	11,622	207
New Orleans	11,613	208
Daytona Beach	11,600	209
Stockton	11,596	210
Greensboro - Winston-Salem - High Point	11,582	211
Allentown - Bethlehem - Easton	11,578	212
Kankakee	11,576	213
Memphis	11,575	214
Columbus, Ga.	11,542	215
Wheeling	11,529	216
Spokane	11,526	217
Shreveport	11,524	218
Muncie	11,517	219
Dayton	11,513	220
Augusta	11,511	221
Oxnard - Simi Valley - Ventura	11,500	222
Reading	11,495	223
Rockford	11,485	224
Yakima	11,473	225
Pensacola	11,456	226
Sharon	11,452	227
Phoenix	11,440	228
Utica - Rome	11,438	229
Riverside - San Bernardino - Ontario	11,422	230
Lewiston - Auburn	11,405	231
Binghamton	11,389	232
Hartford - New Britain - Bristol	11,383	233
Raleigh - Durham	11,378	234
Appleton - Oshkosh	11,331	235
Melbourne - Titusville - Cocoa	11,328	236
Tampa - St. Petersburg	11,294	237
Philadelphia	11,232	238
Lawton	11,219	239
Evansville	11,210	240
Wilmington, N.C.	11,192	241
Huntsville	11,186	242
Bradenton	11,179	243
South Bend	11,169	244
Pittsburgh	11,157	245
Pueblo	11,153	246
Athens	11,141	247
Elmira	11,037	248
Duluth - Superior	11,034	249
Jackson, Mich.	11,024	250
Burlington, N.C.	11,013	251
Florence, Ala.	11,001	252
Huntington - Ashland	11,001	252
Johnstown	10,999	254
Chattanooga	10,973	255
Erie	10,972	256
Asheville	10,969	257
Provo - Orem	10,966	258
Charleston - North Charleston, S.C.	10,923	259
Ocala	10,921	260
Lorain - Elyria	10,913	261
Johnson City - Kingsport - Bristol	10,908	262
Lawrence, Kans.	10,887	263
Anniston	10,873	264
Williamsport	10,873	264
New Haven - West Haven - Waterbury - Meriden	10,800	266
Anderson, Ind.	10,735	267
New London - Norwich	10,724	268
Fayetteville, N.C.	10,722	269
Tuscaloosa	10,718	270
Gadsden	10,690	271
Biloxi - Gulfport	10,656	272
Rock Hill	10,649	273
Vallejo - Fairfield - Napa	10,618	274
Killeen - Temple	10,557	275
Tacoma	10,550	276
Las Cruces	10,531	277
Racine	10,526	278
Tucson	10,519	279
York	10,517	280
Wausau	10,462	281
Sheboygan	10,445	282
Alexandria, La.	10,359	283
Olympia	10,339	284
Chico	10,216	285
Springfield, Ohio	10,105	286
Yuba City	10,099	287
Danville, Va.	10,066	288
Steubenville - Weirton	10,062	289
Bremerton	10,053	290
Northeast Pennsylvania	10,039	291
Muskegon - Norton Shores - Muskegon Heights	10,036	292
Cumberland	9,997	293
Hamilton - Middletown	9,989	294
Bloomington, Ind.	9,950	295
Providence - Warwick - Pawtucket	9,742	296
Newark, Ohio	9,531	297
Jacksonville, N.C.	9,388	298
Pascagoula - Moss Point	9,363	299
Battle Creek	9,282	300
Salisbury - Concord	9,176	301
New York	9,064	302
Greeley	8,810	303
Kenosha	8,688	304
Jersey City	7,944	305
Average Above Areas	**12,318**	
U.S. Average	**11,792**	

THE GREAT AMERICAN MYTH.

The traditional family—wage-earning dad, stay-at-home mom, two kids. Yesterday, it was your entire audience. Today, that market is a myth. Such families account for only seven percent of all American households.

All across the American scene, living patterns are being rearranged with kaleidoscopic variety and complexity. As a result, the marketer faces a new problem: the target audience for most products and services is an increasingly diverse one.



How to advertise to a myth.

Faced with today's diverse marketplace, the vogue is toward narrow demographic targeting in both print and broadcast. The trouble is, if your media emphasis stops there, potential customers will fall through the media cracks.

By limiting your target, you limit your sales.

The solution is intermarketing: reaching all the various, narrowly-defined demographic groups that make up your total target audience.

TV Guide makes intermarketing work. TV Guide delivers your principal audience by the millions—be it women 18-34, men earning $20,000-plus, young dual audiences, or whatever. And besides this major reinforcement, TV Guide goes on to give you your secondary audience, your tertiary audience, etc. TV Guide gets to the entire spectrum of your prospects, reaches the whole intermarket as no other magazine can.

That's because the people who interest you are interested in television and the way TV Guide writes about it—from concerned mothers responding to our articles on tv violence to affluent young adults checking our reports on the latest home electronic technology to educators utilizing our background pieces concerning major cultural productions. All in all, we deliver over 42 million involved adult readers. With the largest in-home readership of any magazine. And the speed to market you once expected only from broadcast.

Get all your sales with the marketing concept of the '80s. Sell to today's intermarket in TV Guide.

INTERMARKETING

TV GUIDE

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TRIANGLE PUBLICATIONS, INC.

BUYING POWER INDEX (BPI)

Area	BPI	Rank
New York	4.0476	1
Los Angeles - Long Beach	3.5761	2
Chicago	3.4454	3
Detroit	2.1522	4
Philadelphia	2.1162	5
San Francisco - Oakland	1.7490	6
Boston - Lowell - Brockton - Lawrence - Haverhill	1.7121	7
Washington	1.6725	8
Houston	1.5902	9
Dallas - Fort Worth	1.5371	10
Nassau - Suffolk	1.3348	11
St. Louis	1.0705	12
Minneapolis - St. Paul	1.0529	13
Anaheim - Santa Ana - Garden Grove	1.0498	14
Pittsburgh	.9951	15
Newark, N.J.	.9672	16
Atlanta	.9573	17
Baltimore	.9454	18
Cleveland	.9083	19
San Diego	.8483	20
Seattle - Everett	.8269	21
Denver - Boulder	.8160	22
Miami	.7844	23
San Jose	.7355	24
Tampa - St. Petersburg	.6886	25
Phoenix	.6762	26
Riverside - San Bernardino - Ontario	.6759	27
Kansas City	.6740	28
Milwaukee	.6583	29
Cincinnati	.6303	30
Portland, Ore.	.6107	31
Buffalo	.5489	32
Fort Lauderdale - Hollywood	.5431	33
Indianapolis	.5354	34
New Orleans	.5324	35
Columbus, Ohio	.5026	36
Sacramento	.5012	37
Hartford - New Britain - Bristol	.4939	38
Rochester, N.Y.	.4673	39
San Antonio	.4566	40
Bridgeport - Stamford - Norwalk - Danbury	.4512	41
Oklahoma City	.4298	42
Louisville	.4051	43
Memphis	.3838	44
Salt Lake City - Ogden	.3802	45
Nashville-Davidson	.3792	46
Dayton	.3723	47
Birmingham	.3663	48
Toledo	.3622	49
Providence - Warwick - Pawtucket	.3592	50
Total Top 50	**49.9755**	
Greensboro - Winston-Salem - High Point	.3585	51
Albany - Schenectady - Troy	.3575	52
Honolulu	.3557	53
New Haven - West Haven - Waterbury - Meriden	.3390	54
Tulsa	.3334	55
Norfolk - Virginia Beach - Portsmouth	.3308	56
Orlando	.3170	57
West Palm Beach - Boca Raton	.3098	58
Jacksonville, Fla.	.3095	59
Richmond	.3038	60
Syracuse	.2925	61
Worcester - Fitchburg - Leominster	.2922	62
Allentown - Bethlehem - Easton	.2898	63
Akron	.2890	64
Charlotte - Gastonia	.2888	65
New Brunswick - Perth Amboy - Sayreville	.2856	66
Gary - Hammond - East Chicago	.2847	67
Omaha	.2634	68
Grand Rapids	.2593	69
Austin	.2573	70
Springfield - Chicopee - Holyoke	.2528	71
Northeast Pennsylvania	.2495	72
Flint	.2494	73
Long Branch - Asbury Park	.2414	74
Wilmington, Del.	.2396	75
Greenville - Spartanburg	.2368	76
Youngstown - Warren	.2357	77
Raleigh - Durham	.2337	78
Tucson	.2293	79
Las Vegas	.2285	80
Oxnard - Simi Valley - Ventura	.2257	81
Baton Rouge	.2253	82
Jersey City	.2227	83
Fresno	.2217	84
Harrisburg	.2164	85
Tacoma	.2161	86
Wichita	.2136	87
Lansing - East Lansing	.2118	88
Knoxville	.2069	89
Paterson - Clifton - Passaic	.2030	90
Albuquerque	.2027	91
New Bedford - Fall River	.1943	92
El Paso	.1857	93
Davenport - Rock Island - Moline	.1852	94
Beaumont - Port Arthur - Orange	.1825	95
Portsmouth - Dover - Rochester	.1796	96
Canton	.1784	97
Little Rock - North Little Rock	.1780	98
Peoria	.1763	99
Mobile	.1749	100
Total Top 100	**62.4906**	
Bakersfield	.1736	101
Des Moines	.1731	102
Columbia, S.C.	.1715	103
Fort Wayne	.1686	104
Chattanooga	.1652	105
Johnson City - Kingsport - Bristol	.1647	106
York	.1623	107
Charleston - North Charleston, S.C.	.1602	108
Madison	.1586	109
Shreveport	.1579	110
Lancaster	.1576	111
Stockton	.1560	112
Spokane	.1555	113
Newport News - Hampton	.1491	114
Lexington-Fayette	.1484	115
Trenton	.1474	116
Santa Barbara - Santa Maria - Lompoc	.1432	117
Santa Rosa	.1428	118
Vallejo - Fairfield - Napa	.1419	119
Reading	.1408	120
Jackson, Miss.	.1373	121
Lakeland - Winter Haven	.1363	122
Corpus Christi	.1358	123
Colorado Springs	.1324	124
Ann Arbor	.1321	125
Charleston, W.Va.	.1317	126
Salinas - Seaside - Monterey	.1301	127
Augusta	.1299	128
Evansville	.1299	128
Rockford	.1295	130
Utica - Rome	.1287	131
Eugene - Springfield	.1279	132
Huntsville	.1263	133
Modesto	.1255	134
Huntington - Ashland	.1249	135
Appleton - Oshkosh	.1245	136
Manchester - Nashua	.1235	137
Binghamton	.1195	138
Kalamazoo - Portage	.1195	138
South Bend	.1193	140
Reno	.1151	141
Melbourne - Titusville - Cocoa	.1150	142
Erie	.1144	143
Lorain - Elyria	.1134	144
Montgomery	.1132	145
Duluth - Superior	.1126	146
Portland, Me.	.1119	147
Pensacola	.1114	148
Daytona Beach	.1091	149
Hamilton - Middletown	.1089	150
Total Top 150	**69.3186**	
Johnstown	.1086	151
Newburgh - Middletown	.1072	152
Lubbock	.1069	153
Salem	.1055	154
Saginaw	.1048	155
New London - Norwich	.1026	156
Anchorage	.1024	157
Roanoke	.1021	158
Poughkeepsie	.1014	159
Macon	.1003	160
Sarasota	.0996	161
Fort Myers - Cape Coral	.0973	162
Visalia - Tulare - Porterville	.0970	163
McAllen - Pharr - Edinburg	.0942	164
Amarillo	.0940	165
Savannah	.0937	166
Springfield, Mo.	.0918	167
Lima	.0911	168
Galveston - Texas City	.0907	169
Atlantic City	.0905	170
Fayetteville, N.C.	.0901	171
Springfield, Ill.	.0898	172
Columbus, Ga.	.0894	173
Lincoln	.0890	174
Topeka	.0858	175
Santa Cruz	.0847	176
Fort Smith	.0820	177
Cedar Rapids	.0812	178
Killeen - Temple	.0808	179
Boise	.0806	180
Wheeling	.0779	181
Champaign - Urbana - Rantoul	.0774	182
Green Bay	.0768	183
Richland - Kennewick - Pasco	.0750	184
Fayetteville - Springdale	.0748	185
Terre Haute	.0748	185
Battle Creek	.0745	187
Waco	.0740	188
Lafayette, La.	.0738	189
Provo - Orem	.0736	190
Asheville	.0733	191
Racine	.0731	192
Longview - Marshall	.0728	193
Parkersburg - Marietta	.0723	194
Lake Charles	.0722	195
Springfield, Ohio	.0721	196
Biloxi - Gulfport	.0716	197
Tallahassee	.0704	198
Fargo - Moorhead	.0700	199
Yakima	.0699	200
Total Top 200	**73.6240**	
Brownsville - Harlingen - San Benito	.0695	201
Steubenville - Weirton	.0693	202
Salisbury - Concord	.0692	203
Fort Collins	.0689	204
Bremerton	.0684	205
Waterloo - Cedar Falls	.0679	206
Pittsfield	.0675	207
Benton Harbor	.0667	208
St. Cloud	.0667	208
Muskegon - Norton Shores - Muskegon Heights	.0656	210
Bradenton	.0651	211
Gainesville	.0638	212
Abilene	.0629	213
Elkhart	.0628	214
Decatur	.0623	215
Janesville - Beloit	.0623	215
Odessa	.0621	217
Chico	.0619	218
Tyler	.0619	218
Lynchburg	.0610	220
Wichita Falls	.0608	221
Olympia	.0605	222
Anderson, Ind.	.0604	223
Jackson, Mich.	.0600	224
Sioux Falls	.0600	224
Medford	.0591	226
Clarksville - Hopkinsville	.0581	227
Monroe	.0576	228
Bloomington - Normal	.0567	229
Mansfield	.0567	229
Alexandria, La.	.0563	231
Redding	.0563	231
Wilmington, N.C.	.0563	231
Billings	.0558	234
Kenosha	.0558	234
Tuscaloosa	.0556	236
Altoona	.0554	237
Bangor	.0554	237
Hickory	.0554	237
Vineland - Millville - Bridgeton	.0553	240
Muncie	.0542	241
Anderson, S.C.	.0535	242
Sioux City	.0528	243
Eau Claire	.0524	244
Bay City	.0516	245
Pueblo	.0515	246
Sharon	.0511	247
Florence, Ala.	.0505	248
Lafayette - West Lafayette	.0504	249
Petersburg - Colonial Heights - Hopewell	.0504	249
Total Top 250	**76.5957**	
Joplin	.0497	251
Burlington, Vt.	.0496	252
Texarkana	.0496	252
Athens	.0493	254
Bellingham	.0490	255
Hagerstown	.0490	255
Kokomo	.0488	257
Pascagoula - Moss Point	.0486	258
Rochester, Minn.	.0482	259
Ocala	.0480	260
Charlottesville	.0471	261
Greeley	.0469	262
Midland	.0469	262
Albany, Ga.	.0465	264
Williamsport	.0464	265
Wausau	.0462	266
Lawton	.0454	267
Casper	.0452	268
State College	.0450	269
Newark, Ohio	.0449	270
Kankakee	.0446	271
Grand Forks	.0445	272
Fort Walton Beach	.0444	273
Dubuque	.0441	274
Florence, S.C.	.0439	275
Glens Falls	.0436	276
St. Joseph	.0430	277
Columbia, Mo.	.0428	278
Danville, Va.	.0423	279
Anniston	.0422	280
Sheboygan	.0421	281
Rock Hill	.0411	282
Sherman - Denison	.0409	283
Panama City	.0403	284
Yuba City	.0402	285
Burlington, N.C.	.0398	286
Owensboro	.0398	286
Bryan - College Station	.0397	288
Bismarck	.0391	289
San Angelo	.0391	289
Elmira	.0389	291
Cumberland	.0385	292
Lewiston - Auburn	.0381	293
La Crosse	.0378	294
Bloomington, Ind.	.0377	295
Laredo	.0377	295
Gadsden	.0374	297
Great Falls	.0371	298
Pine Bluff	.0370	299
Iowa City	.0363	300
Jacksonville, N.C.	.0349	301
Las Cruces	.0349	301
Victoria	.0342	303
Enid	.0293	304
Lawrence, Kans.	.0282	305
Total Above Areas	**78.9215**	
Percent of U.S.	**78.9215**	
U.S. Total	**100.0000**	

67% OF ALL METRO FOOD SALES IN OUR MARKETS ARE IN THE SUBURBS.

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FOOD STORE SALES

Area	($000)	Rank
New York	8,138,803	1
Los Angeles - Long Beach	7,848,318	2
Chicago	6,011,122	3
Detroit	4,411,732	4
Philadelphia	4,142,141	5
San Francisco - Oakland	3,666,691	6
Boston - Lowell - Brockton - Lawrence - Haverhill	3,488,885	7
Houston	3,380,000	8
Washington	3,234,515	9
Nassau - Suffolk	2,842,780	10
Dallas - Fort Worth	2,621,757	11
Baltimore	2,362,824	12
St. Louis	2,300,787	13
Anaheim - Santa Ana - Garden Grove	2,184,694	14
Newark, N.J.	2,081,807	15
Pittsburgh	2,045,053	16
Tampa - St. Petersburg	2,024,279	17
Atlanta	2,000,918	18
Cleveland	1,982,141	19
Seattle - Everett	1,797,291	20
Minneapolis - St. Paul	1,793,637	21
Miami	1,777,093	22
Denver - Boulder	1,745,191	23
San Diego	1,711,228	24
Phoenix	1,513,294	25
Buffalo	1,474,447	26
Cincinnati	1,467,600	27
Riverside - San Bernardino - Ontario	1,445,529	28
Milwaukee	1,420,086	29
San Jose	1,386,948	30
Fort Lauderdale - Hollywood	1,307,296	31
New Orleans	1,242,441	32
Kansas City	1,204,134	33
Sacramento	1,167,610	34
Portland, Ore.	1,067,343	35
Rochester, N.Y.	1,043,933	36
Columbus, Ohio	1,031,007	37
Indianapolis	1,004,945	38
San Antonio	996,927	39
Hartford - New Britain - Bristol	986,034	40
Louisville	975,862	41
Memphis	936,298	42
Oklahoma City	894,636	43
Nashville-Davidson	867,467	44
Orlando	863,501	45
Birmingham	861,430	46
Albany - Schenectady - Troy	852,771	47
Syracuse	785,645	48
Toledo	771,956	49
Bridgeport - Stamford - Norwalk - Danbury	762,991	50
Total Top 50	**103,925,818**	
Jacksonville, Fla.	759,717	51
Dayton	757,991	52
West Palm Beach - Boca Raton	750,831	53
Greensboro - Winston-Salem - High Point	737,858	54
Norfolk - Virginia Beach - Portsmouth	735,811	55
Akron	729,188	56
Salt Lake City - Ogden	727,017	57
Providence - Warwick - Pawtucket	725,265	58
Tulsa	725,171	59
Springfield - Chicopee - Holyoke	714,481	60
New Haven - West Haven - Waterbury - Meriden	701,003	61
Richmond	691,291	62
Allentown - Bethlehem - Easton	673,618	63
Charlotte - Gastonia	661,784	64
Worcester - Fitchburg - Leominster	648,500	65
Honolulu	642,071	66
Gary - Hammond - East Chicago	607,574	67
New Brunswick - Perth Amboy - Sayreville	601,278	68
Northeast Pennsylvania	589,929	69
Greenville - Spartanburg	583,951	70
Fresno	579,241	71
Oxnard - Simi Valley - Ventura	570,878	72
Long Branch - Asbury Park	542,003	73
Austin	539,120	74
Youngstown - Warren	527,643	75
Tucson	518,757	76
Raleigh - Durham	507,573	77
Las Vegas	503,121	78
Harrisburg	500,815	79
Wilmington, Del.	492,914	80
Omaha	490,367	81
Baton Rouge	488,302	82
Jersey City	481,717	83
Bakersfield	476,461	84
Flint	469,726	85
New Bedford - Fall River	459,256	86
Portsmouth - Dover - Rochester	455,761	87
Canton	454,341	88
Knoxville	453,045	89
Johnson City - Kingsport - Bristol	413,715	90
Beaumont - Port Arthur - Orange	412,458	91
Chattanooga	402,028	92
Mobile	398,228	93
El Paso	396,548	94
Albuquerque	390,962	95
Tacoma	390,429	96
Des Moines	388,176	97
Columbia, S.C.	382,097	98
Lexington-Fayette	380,089	99
Charleston - North Charleston, S.C.	374,727	100
Total Top 100	**131,530,645**	
Santa Rosa	371,532	101
York	367,142	102
Lakeland - Winter Haven	367,136	103
Stockton	366,448	104
Wichita	362,621	105
Corpus Christi	358,643	106
Paterson - Clifton - Passaic	356,428	107
Lansing - East Lansing	354,617	108
Peoria	350,825	109
Grand Rapids	349,649	110
Newburgh - Middletown	349,168	111
Newport News - Hampton	345,782	112
Davenport - Rock Island - Moline	345,503	113
Utica - Rome	342,460	114
Trenton	333,973	115
Little Rock - North Little Rock	331,934	116
Lancaster	327,294	117
Vallejo - Fairfield - Napa	326,201	118
Jackson, Miss.	322,883	119
Spokane	321,431	120
Huntington - Ashland	309,549	121
Poughkeepsie	307,253	122
Shreveport	306,368	123
Fort Wayne	304,915	124
Santa Barbara - Santa Maria - Lompoc	300,252	125
Augusta	293,735	126
Binghamton	292,820	127
Fort Myers - Cape Coral	292,750	128
Charleston, W.Va.	292,265	129
Modesto	288,856	130
Eugene - Springfield	283,892	131
Anchorage	283,733	132
Pensacola	281,330	133
McAllen - Pharr - Edinburg	280,219	134
Huntsville	280,104	135
Melbourne - Titusville - Cocoa	278,033	136
Daytona Beach	277,591	137
Portland, Me.	277,352	138
Reading	274,993	139
Manchester - Nashua	272,708	140
Sarasota	270,610	141
Galveston - Texas City	268,547	142
Salinas - Seaside - Monterey	267,362	143
Colorado Springs	266,568	144
Hamilton - Middletown	266,490	145
Roanoke	262,557	146
Madison	258,523	147
Visalia - Tulare - Porterville	256,163	148
Lorain - Elyria	249,599	149
Evansville	248,958	150
Total Top 150	**146,876,410**	
Macon	246,116	151
Appleton - Oshkosh	245,324	152
Rockford	245,050	153
Lubbock	232,803	154
Duluth - Superior	231,589	155
Johnstown	229,560	156
Amarillo	226,524	157
Atlantic City	225,698	158
Santa Cruz	225,020	159
South Bend	223,553	160
Montgomery	222,708	161
Saginaw	215,614	162
Savannah	212,564	163
Reno	202,889	164
Brownsville - Harlingen - San Benito	202,688	165
Fort Smith	202,449	166
Lake Charles	200,748	167
Kalamazoo - Portage	199,942	168
Longview - Marshall	198,355	169
Springfield, Ill.	197,816	170
Boise	196,762	171
New London - Norwich	195,741	172
Richland - Kennewick - Pasco	194,984	173
Bradenton	192,370	174
Erie	189,609	175
Wheeling	188,650	176
Salem	188,256	177
Columbus, Ga.	186,679	178
Lima	186,480	179
Biloxi - Gulfport	185,386	180
Springfield, Mo.	183,641	181
Vineland - Millville - Bridgeton	183,028	182
Parkersburg - Marietta	182,717	183
Pittsfield	181,001	184
Lincoln	176,425	185
Tallahassee	175,835	186
Springfield, Ohio	175,151	187
Benton Harbor	173,921	188
Topeka	173,083	189
Lynchburg	171,222	190
Waco	170,080	191
Chico	169,923	192
Fayetteville, N.C.	169,785	193
Odessa	168,545	194
Asheville	166,099	195
Cedar Rapids	163,319	196
Gainesville	163,044	197
Racine	160,712	198
Yakima	160,573	199
Fayetteville - Springdale	159,121	200
Total Top 200	**156,595,562**	
Steubenville - Weirton	156,947	201
Redding	154,936	202
Lafayette, La.	154,595	203
Green Bay	153,231	204
Ann Arbor	153,186	205
Salisbury - Concord	152,632	206
Tyler	150,905	207
Wilmington, N.C.	150,114	208
Ocala	148,670	209
Bremerton	148,537	210
Champaign - Urbana - Rantoul	147,657	211
Anderson, S.C.	147,382	212
Killeen - Temple	147,277	213
Medford	144,809	214
Texarkana	144,534	215
Fort Collins	143,861	216
Altoona	141,829	217
Bangor	141,367	218
Glens Falls	141,341	219
Florence, Ala.	141,069	220
Janesville - Beloit	138,179	221
Wichita Falls	137,145	222
Decatur	134,909	223
Provo - Orem	134,634	224
Abilene	134,368	225
Elkhart	133,117	226
Olympia	132,045	227
Waterloo - Cedar Falls	132,010	228
Billings	131,904	229
Terre Haute	128,672	230
State College	128,258	231
Pueblo	124,039	232
Sioux City	123,911	233
Anniston	123,730	234
Monroe	123,283	235
Fargo - Moorhead	123,201	236
Charlottesville	123,127	237
Mansfield	121,824	238
Muskegon - Norton Shores - Muskegon Heights	121,155	239
Battle Creek	121,058	240
Danville, Va.	120,804	241
Hickory	119,708	242
Williamsport	119,609	243
Petersburg - Colonial Heights - Hopewell	119,204	244
Pascagoula - Moss Point	118,009	245
Anderson, Ind.	117,473	246
Alexandria, La.	116,728	247
Sharon	116,115	248
Clarksville - Hopkinsville	115,403	249
Laredo	115,196	250
Total Top 250	**163,309,259**	
Hagerstown	115,145	251
Tuscaloosa	111,643	252
Athens	110,601	253
Joplin	109,760	254
Bay City	108,604	255
Midland	107,625	256
Yuba City	107,323	257
Bloomington - Normal	107,131	258
Muncie	103,860	259
Elmira	102,877	260
Rock Hill	102,843	261
Florence, S.C.	102,759	262
Casper	102,494	263
Fort Walton Beach	100,111	264
Sioux Falls	99,729	265
Newark, Ohio	99,464	266
San Angelo	99,107	267
Burlington, Vt.	97,974	268
Cumberland	97,973	269
Sheboygan	96,694	270
Burlington, N.C.	95,497	271
Owensboro	95,494	272
Wausau	94,843	273
Kenosha	93,747	274
Lafayette - West Lafayette	92,423	275
Lewiston - Auburn	91,912	276
Sherman - Denison	90,797	277
Bellingham	90,760	278
Eau Claire	90,280	279
Kokomo	90,235	280
St. Joseph	89,664	281
Panama City	89,032	282
Albany, Ga.	88,665	283
Greeley	88,067	284
Gadsden	87,905	285
Lawton	86,689	286
St. Cloud	86,212	287
Rochester, Minn.	85,689	288
Dubuque	85,445	289
Columbia, Mo.	83,852	290
Jackson, Mich.	82,357	291
Kankakee	82,240	292
Bismarck	79,031	293
Victoria	78,386	294
Great Falls	76,558	295
La Crosse	75,652	296
Iowa City	75,518	297
Grand Forks	74,301	298
Bloomington, Ind.	74,130	299
Pine Bluff	73,581	300
Las Cruces	71,695	301
Enid	65,496	302
Bryan - College Station	56,047	303
Jacksonville, N.C.	49,975	304
Lawrence, Kans.	49,709	305
Total Above Areas	**168,254,860**	
Percent of U.S.	**76.6890**	
U.S. Total	**219,399,025**	

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EATING AND DRINKING PLACE SALES

Area	($000)	Rank
New York	3,625,117	1
Los Angeles - Long Beach	3,510,253	2
Chicago	3,238,332	3
Detroit	1,969,436	4
San Francisco - Oakland	1,837,494	5
Philadelphia	1,767,731	6
Boston - Lowell - Brockton - Lawrence - Haverhill	1,657,696	7
Dallas - Fort Worth	1,444,918	8
Washington	1,440,704	9
Houston	1,408,738	10
Seattle - Everett	1,066,845	11
Anaheim - Santa Ana - Garden Grove	1,057,155	12
St. Louis	1,012,043	13
Minneapolis - St. Paul	1,010,199	14
Nassau - Suffolk	1,009,609	15
Atlanta	911,301	16
Baltimore	847,013	17
Pittsburgh	835,387	18
Cleveland	832,389	19
San Diego	824,693	20
Newark, N.J.	749,873	21
Miami	745,573	22
Portland, Ore.	714,042	23
Milwaukee	692,562	24
Denver - Boulder	689,374	25
Tampa - St. Petersburg	687,245	26
Kansas City	664,756	27
Cincinnati	654,237	28
Fort Lauderdale - Hollywood	626,443	29
San Jose	624,713	30
Riverside - San Bernardino - Ontario	601,245	31
Buffalo	573,278	32
Phoenix	547,952	33
Honolulu	535,818	34
Columbus, Ohio	530,454	35
Sacramento	496,098	36
New Orleans	473,103	37
Indianapolis	457,219	38
Hartford - New Britain - Bristol	426,283	39
San Antonio	407,301	40
Louisville	396,130	41
Oklahoma City	392,480	42
Rochester, N.Y.	381,479	43
Albany - Schenectady - Troy	347,488	44
Toledo	343,855	45
Dayton	343,394	46
Orlando	339,097	47
Nashville-Davidson	326,423	48
Akron	292,934	49
Omaha	290,689	50
Total Top 50	**46,658,591**	
Bridgeport - Stamford - Norwalk - Danbury	287,914	51
Norfolk - Virginia Beach - Portsmouth	287,791	52
New Haven - West Haven - Waterbury - Meriden	284,624	53
Greensboro - Winston-Salem - High Point	282,720	54
West Palm Beach - Boca Raton	282,519	55
Birmingham	278,362	56
Syracuse	277,131	57
Austin	275,681	58
Memphis	269,691	59
Grand Rapids	266,098	60
Providence - Warwick - Pawtucket	265,773	61
Jacksonville, Fla.	263,183	62
Gary - Hammond - East Chicago	263,075	63
Richmond	262,806	64
Tulsa	238,832	65
Wichita	233,211	66
New Brunswick - Perth Amboy - Sayreville	225,927	67
Allentown - Bethlehem - Easton	225,911	68
Long Branch - Asbury Park	223,375	69
Charlotte - Gastonia	221,856	70
Salt Lake City - Ogden	211,070	71
Springfield - Chicopee - Holyoke	207,752	72
Northeast Pennsylvania	207,703	73
Worcester - Fitchburg - Leominster	206,537	74
Flint	206,496	75
Raleigh - Durham	202,599	76
Las Vegas	200,842	77
Madison	197,917	78
Greenville - Spartanburg	196,519	79
Davenport - Rock Island - Moline	193,085	80
Fresno	192,563	81
Lansing - East Lansing	192,034	82
Youngstown - Warren	191,761	83
Harrisburg	191,634	84
Oxnard - Simi Valley - Ventura	186,782	85
Santa Barbara - Santa Maria - Lompoc	183,182	86
Fort Wayne	179,999	87
Tacoma	178,876	88
Des Moines	177,586	89
Portsmouth - Dover - Rochester	174,345	90
New Bedford - Fall River	173,717	91
Albuquerque	170,465	92
Wilmington, Del.	170,420	93
Anchorage	169,240	94
Canton	168,959	95
Paterson - Clifton - Passaic	168,709	96
El Paso	168,024	97
Peoria	164,093	98
Bakersfield	158,448	99
Newport News - Hampton	155,510	100
Total Top 100	**57,421,938**	
Jersey City	151,609	101
Beaumont - Port Arthur - Orange	150,684	102
Tucson	150,397	103
Spokane	149,808	104
Daytona Beach	144,495	105
Knoxville	142,979	106
Baton Rouge	140,970	107
Salinas - Seaside - Monterey	137,947	108
Columbia, S.C.	135,654	109
Lexington-Fayette	134,066	110
Stockton	134,010	111
Santa Rosa	133,985	112
Ann Arbor	133,940	113
Sarasota	133,771	114
Vallejo - Fairfield - Napa	130,840	115
Charleston - North Charleston, S.C.	130,248	116
Eugene - Springfield	128,679	117
Evansville	128,671	118
Utica - Rome	127,122	119
Little Rock - North Little Rock	126,480	120
Mobile	126,334	121
Saginaw	122,001	122
South Bend	121,116	123
Chattanooga	120,820	124
Appleton - Oshkosh	120,192	125
Trenton	120,133	126
Jackson, Miss.	120,072	127
Melbourne - Titusville - Cocoa	119,964	128
York	119,535	129
Lancaster	118,600	130
Reading	117,110	131
Atlantic City	116,924	132
Rockford	115,969	133
Lakeland - Winter Haven	115,473	134
Salem	114,435	135
Kalamazoo - Portage	113,919	136
Shreveport	112,978	137
Amarillo	111,580	138
Lincoln	110,463	139
Johnson City - Kingsport - Bristol	108,816	140
Corpus Christi	106,933	141
Binghamton	106,536	142
Duluth - Superior	106,183	143
Lubbock	105,147	144
Augusta	100,844	145
Manchester - Nashua	100,447	146
Modesto	98,668	147
Springfield, Mo.	96,575	148
Pensacola	96,512	149
Champaign - Urbana - Rantoul	95,958	150
Total Top 150	**63,528,530**	
Charleston, W.Va.	94,822	151
Colorado Springs	93,682	152
Montgomery	93,635	153
Huntsville	93,575	154
Reno	92,562	155
Santa Cruz	92,239	156
Fort Myers - Cape Coral	91,359	157
Fargo - Moorhead	91,262	158
Erie	88,973	159
Portland, Me.	88,635	160
Savannah	87,970	161
Hamilton - Middletown	87,340	162
Boise	86,837	163
Springfield, Ill.	86,114	164
Newburgh - Middletown	86,052	165
Cedar Rapids	85,815	166
Roanoke	85,568	167
Macon	83,335	168
Green Bay	81,567	169
Galveston - Texas City	79,525	170
Lima	79,163	171
Poughkeepsie	78,584	172
Huntington - Ashland	78,182	173
Lorain - Elyria	77,712	174
Topeka	77,000	175
New London - Norwich	76,189	176
Odessa	74,594	177
Gainesville	74,561	178
Richland - Kennewick - Pasco	74,204	179
Wheeling	74,095	180
Columbus, Ga.	73,648	181
Bradenton	72,896	182
Battle Creek	70,444	183
Waco	69,471	184
Tallahassee	69,468	185
Johnstown	68,391	186
Sioux Falls	68,129	187
Benton Harbor	67,728	188
Eau Claire	67,571	189
Yakima	67,409	190
Racine	65,504	191
Fayetteville, N.C.	64,918	192
McAllen - Pharr - Edinburg	64,736	193
Waterloo - Cedar Falls	64,318	194
Bellingham	63,184	195
Fort Smith	63,112	196
Elkhart	62,766	197
Biloxi - Gulfport	62,434	198
Brownsville - Harlingen - San Benito	62,313	199
Terre Haute	62,205	200
Total Top 200	**67,394,326**	
Longview - Marshall	61,109	201
Muskegon - Norton Shores - Muskegon Heights	60,466	202
La Crosse	59,235	203
Medford	59,117	204
Visalia - Tulare - Porterville	58,877	205
Fayetteville - Springdale	58,357	206
Lafayette, La.	58,091	207
Asheville	57,938	208
Killeen - Temple	57,879	209
Janesville - Beloit	57,789	210
Bloomington - Normal	57,477	211
Chico	56,382	212
Fort Collins	55,963	213
St. Cloud	55,484	214
Decatur	54,867	215
Panama City	54,522	216
Sioux City	53,913	217
Columbia, Mo.	53,841	218
Lafayette - West Lafayette	53,672	219
Anderson, Ind.	53,239	220
Lake Charles	53,011	221
Olympia	52,620	222
Springfield, Ohio	52,116	223
Parkersburg - Marietta	52,068	224
Glens Falls	51,848	225
Pittsfield	51,829	226
Wichita Falls	50,748	227
Grand Forks	50,370	228
Wilmington, N.C.	50,187	229
Muncie	49,423	230
Bremerton	49,295	231
Tyler	49,160	232
Burlington, Vt.	48,225	233
Mansfield	48,064	234
Joplin	48,022	235
Kenosha	47,952	236
Billings	47,488	237
Bay City	46,968	238
Abilene	46,840	239
Jackson, Mich.	46,800	240
Altoona	46,059	241
Dubuque	45,875	242
Fort Walton Beach	45,875	242
Rochester, Minn.	45,784	244
Athens	45,774	245
Kankakee	45,179	246
Iowa City	44,842	247
Vineland - Millville - Bridgeton	44,625	248
Ocala	44,399	249
Steubenville - Weirton	44,345	250
Total Top 250	**69,978,335**	
Hickory	43,271	251
Kokomo	43,231	252
Salisbury - Concord	42,294	253
Bismarck	41,575	254
Redding	41,333	255
Tuscaloosa	40,722	256
State College	40,697	257
Sharon	40,353	258
Clarksville - Hopkinsville	39,867	259
St. Joseph	39,706	260
Lynchburg	39,466	261
Bangor	39,436	262
Bryan - College Station	38,988	263
Monroe	38,033	264
Texarkana	37,774	265
Pueblo	37,516	266
Wausau	37,363	267
Bloomington, Ind.	37,337	268
San Angelo	37,330	269
Newark, Ohio	37,236	270
Rock Hill	36,848	271
Charlottesville	36,547	272
Anniston	36,544	273
Sheboygan	34,915	274
Hagerstown	33,800	275
Lewiston - Auburn	32,817	276
Provo - Orem	32,381	277
Yuba City	32,370	278
Great Falls	32,141	279
Victoria	32,080	280
Midland	32,057	281
Casper	31,959	282
Anderson, S.C.	31,598	283
Owensboro	31,464	284
Elmira	31,183	285
Cumberland	31,059	286
Florence, Ala.	30,845	287
Albany, Ga.	30,403	288
Laredo	30,337	289
Petersburg - Colonial Heights - Hopewell	30,074	290
Lawton	29,876	291
Williamsport	29,829	292
Greeley	29,706	293
Gadsden	28,574	294
Alexandria, La.	28,523	295
Burlington, N.C.	28,094	296
Enid	27,743	297
Jacksonville, N.C.	27,432	298
Lawrence, Kans.	26,341	299
Las Cruces	26,275	300
Sherman - Denison	25,927	301
Pascagoula - Moss Point	25,660	302
Florence, S.C.	25,643	303
Danville, Va.	24,966	304
Pine Bluff	21,460	305
Total Above Areas	**71,829,334**	
Percent of U.S.	**82.2698**	
U.S. Total	**87,309,502**	

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September, 1980	124,468	150,092
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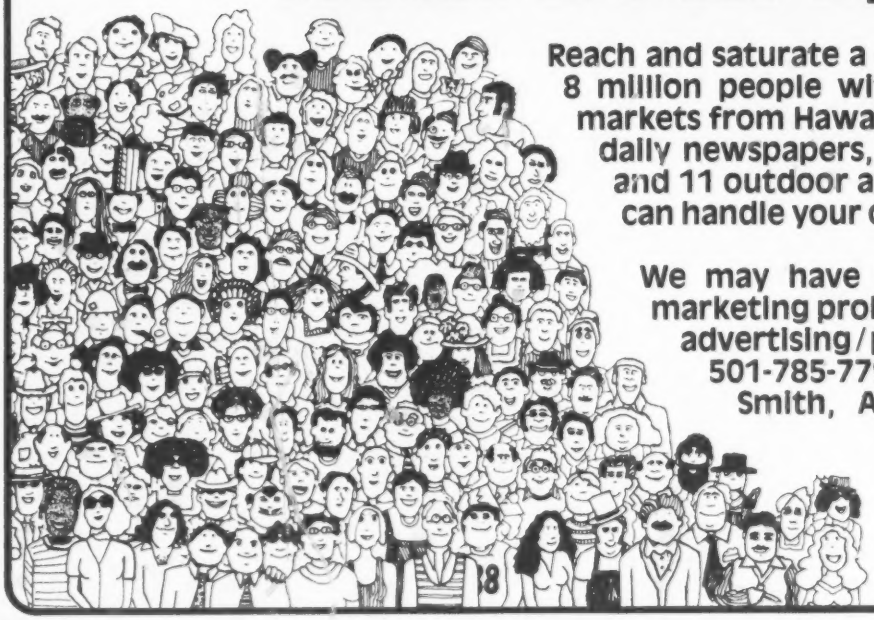
GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	4,270,646	1
New York	4,167,084	2
Chicago	4,050,998	3
Detroit	2,760,804	4
Houston	2,495,295	5
Philadelphia	2,231,195	6
Boston - Lowell - Brockton - Lawrence - Haverhill	2,138,988	7
Washington	2,112,462	8
San Francisco - Oakland	2,104,553	9
Dallas - Fort Worth	2,081,139	10
Minneapolis - St. Paul	1,859,510	11
Atlanta	1,631,302	12
St. Louis	1,576,204	13
Nassau - Suffolk	1,567,484	14
Anaheim - Santa Ana - Garden Grove	1,474,368	15
Pittsburgh	1,441,703	16
San Diego	1,348,279	17
Cleveland	1,334,610	18
Portland, Ore.	1,333,565	19
Baltimore	1,164,237	20
Kansas City	1,137,583	21
Miami	1,119,095	22
Seattle - Everett	1,107,302	23
Tampa - St. Petersburg	1,050,684	24
Denver - Boulder	1,045,150	25
Riverside - San Bernardino - Ontario	1,003,707	26
Cincinnati	972,821	27
San Jose	963,010	28
Milwaukee	898,997	29
Honolulu	845,681	30
Buffalo	818,349	31
Phoenix	790,555	32
Columbus, Ohio	756,646	33
San Antonio	753,163	34
Fort Lauderdale - Hollywood	735,877	35
Indianapolis	723,079	36
New Orleans	687,589	37
Sacramento	676,978	38
Salt Lake City - Ogden	649,509	39
Newark, N.J.	610,119	40
Grand Rapids	586,797	41
Oklahoma City	578,298	42
Dayton	564,662	43
Louisville	560,212	44
Nashville-Davidson	548,967	45
Hartford - New Britain - Bristol	521,936	46
Memphis	517,064	47
Birmingham	509,848	48
Rochester, N.Y.	499,015	49
Richmond	475,808	50
Total Top 50	**65,852,927**	
Flint	475,257	51
Baton Rouge	469,707	52
Tulsa	468,203	53
Toledo	461,369	54
Orlando	448,001	55
Greensboro - Winston-Salem - High Point	437,232	56
Norfolk - Virginia Beach - Portsmouth	423,191	57
West Palm Beach - Boca Raton	398,416	58
New Haven - West Haven - Waterbury - Meriden	398,104	59
Charlotte - Gastonia	392,351	60
Lansing - East Lansing	385,061	61
Youngstown - Warren	384,833	62
Omaha	382,352	63
Jacksonville, Fla.	378,525	64
Knoxville	375,437	65
Bridgeport - Stamford - Norwalk - Danbury	374,728	66
Worcester - Fitchburg - Leominster	373,649	67
Albany - Schenectady - Troy	370,839	68
Austin	359,610	69
Providence - Warwick - Pawtucket	359,255	70
Las Vegas	357,518	71
Akron	352,660	72
Paterson - Clifton - Passaic	349,176	73
New Brunswick - Perth Amboy - Sayreville	335,480	74
Allentown - Bethlehem - Easton	334,218	75
Raleigh - Durham	322,647	76
Northeast Pennsylvania	317,429	77
Little Rock - North Little Rock	316,115	78
Gary - Hammond - East Chicago	315,963	79
El Paso	312,681	80
Wilmington, Del.	312,459	81
New Bedford - Fall River	310,607	82
Greenville - Spartanburg	304,341	83
Mobile	302,428	84
Wichita	300,489	85
Davenport - Rock Island - Moline	297,974	86
Fresno	296,806	87
Des Moines	285,562	88
Albuquerque	285,303	89
Lexington-Fayette	283,519	90
Tucson	280,620	91
Tacoma	276,542	92
Peoria	272,853	93
Kalamazoo - Portage	271,769	94
Syracuse	262,144	95
Oxnard - Simi Valley - Ventura	261,289	96
Shreveport	256,130	97
Chattanooga	252,802	98
Johnson City - Kingsport - Bristol	252,272	99
Canton	252,257	100
Total Top 100	**82,901,100**	
Fort Wayne	251,951	101
Springfield - Chicopee - Holyoke	251,904	102
Beaumont - Port Arthur - Orange	248,008	103
Ann Arbor	246,310	104
Salem	238,554	105
Columbia, S.C.	237,503	106
Harrisburg	235,534	107
Jackson, Miss.	233,266	108
Newport News - Hampton	230,388	109
Charleston, W.Va.	222,171	110
Eugene - Springfield	219,200	111
Spokane	217,629	112
Charleston - North Charleston, S.C.	205,660	113
Rockford	204,575	114
Madison	193,883	115
Saginaw	192,007	116
Long Branch - Asbury Park	191,341	117
Corpus Christi	191,075	118
Reading	190,518	119
Montgomery	187,397	120
Augusta	183,439	121
McAllen - Pharr - Edinburg	183,387	122
Pensacola	182,341	123
Melbourne - Titusville - Cocoa	180,657	124
Lakeland - Winter Haven	179,923	125
Roanoke	179,724	126
Modesto	179,714	127
Trenton	179,523	128
Stockton	177,125	129
Anchorage	176,516	130
Huntington - Ashland	176,336	131
Bakersfield	173,740	132
York	173,282	133
Lorain - Elyria	166,069	134
Evansville	164,705	135
Springfield, Ill.	163,305	136
Huntsville	162,717	137
Colorado Springs	162,315	138
Duluth - Superior	162,119	139
Reno	160,299	140
Daytona Beach	159,936	141
Macon	158,789	142
Santa Rosa	158,721	143
Jackson, Mich.	158,565	144
Portland, Me.	156,635	145
Johnstown	155,775	146
Portsmouth - Dover - Rochester	155,308	147
Erie	155,191	148
Muskegon - Norton Shores - Muskegon Heights	154,729	149
Lancaster	153,690	150
Total Top 150	**92,324,549**	
Cedar Rapids	153,291	151
Brownsville - Harlingen - San Benito	151,932	152
Lubbock	151,724	153
Appleton - Oshkosh	149,441	154
Fayetteville, N.C.	149,334	155
Manchester - Nashua	148,267	156
South Bend	147,536	157
Lincoln	146,972	158
Green Bay	144,237	159
Springfield, Mo.	142,991	160
Poughkeepsie	141,112	161
Utica - Rome	139,453	162
Fort Myers - Cape Coral	139,155	163
Parkersburg - Marietta	137,249	164
Lima	135,385	165
Amarillo	135,139	166
Columbus, Ga.	134,724	167
Santa Barbara - Santa Maria - Lompoc	132,808	168
Vallejo - Fairfield - Napa	132,625	169
Sarasota	132,246	170
Newburgh - Middletown	128,240	171
Lafayette, La.	126,612	172
Fayetteville - Springdale	125,034	173
Visalia - Tulare - Porterville	124,049	174
Odessa	123,907	175
Fort Smith	121,365	176
Biloxi - Gulfport	120,500	177
Battle Creek	117,992	178
Salinas - Seaside - Monterey	116,565	179
Topeka	116,525	180
Jersey City	115,744	181
Bradenton	115,492	182
Tyler	115,349	183
Janesville - Beloit	115,216	184
Springfield, Ohio	114,909	185
Savannah	114,671	186
Binghamton	112,953	187
Wheeling	112,614	188
Billings	111,895	189
Provo - Orem	111,126	190
Waterloo - Cedar Falls	110,700	191
Champaign - Urbana - Rantoul	106,571	192
Monroe	105,169	193
Longview - Marshall	104,878	194
Asheville	103,629	195
Richland - Kennewick - Pasco	103,608	196
Laredo	103,519	197
New London - Norwich	103,289	198
Lafayette - West Lafayette	102,671	199
Decatur	102,205	200
Total Top 200	**98,577,167**	
Fargo - Moorhead	101,634	201
Boise	101,486	202
Tallahassee	100,551	203
Eau Claire	99,923	204
Alexandria, La.	99,669	205
Terre Haute	98,247	206
Sioux Falls	97,248	207
Altoona	97,225	208
Mansfield	95,185	209
Hamilton - Middletown	94,784	210
Atlantic City	93,364	211
Steubenville - Weirton	92,955	212
Lake Charles	91,437	213
Wichita Falls	91,314	214
Clarksville - Hopkinsville	90,619	215
Gainesville	89,542	216
Waco	89,483	217
Medford	89,208	218
Yakima	89,204	219
St. Cloud	88,880	220
Galveston - Texas City	87,807	221
Santa Cruz	87,017	222
Pittsfield	84,053	223
Hagerstown	83,381	224
Dubuque	83,030	225
Elkhart	82,687	226
Killeen - Temple	81,990	227
Florence, Ala.	81,764	228
Tuscaloosa	80,933	229
Wilmington, N.C.	80,679	230
Rochester, Minn.	79,166	231
Lynchburg	79,096	232
Anderson, Ind.	78,572	233
Burlington, Vt.	77,100	234
Sioux City	77,041	235
Panama City	76,957	236
Benton Harbor	76,506	237
Pueblo	76,342	238
Joplin	74,310	239
Bangor	74,090	240
Racine	74,069	241
St. Joseph	73,331	242
Bellingham	73,227	243
Anderson, S.C.	72,111	244
Kokomo	72,043	245
Fort Walton Beach	71,970	246
Florence, S.C.	69,595	247
Fort Collins	69,453	248
Bay City	69,442	249
Abilene	69,361	250
Total Top 250	**102,786,248**	
Texarkana	69,028	251
Hickory	68,328	252
Petersburg - Colonial Heights - Hopewell	67,910	253
Albany, Ga.	67,697	254
La Crosse	67,206	255
Sheboygan	66,794	256
Gadsden	66,439	257
Owensboro	64,645	258
Columbia, Mo.	63,889	259
Muncie	63,575	260
Bloomington - Normal	63,540	261
Sharon	62,289	262
Bismarck	62,174	263
Elmira	62,145	264
Victoria	61,717	265
Pascagoula - Moss Point	60,901	266
Sherman - Denison	60,896	267
Charlottesville	60,253	268
Great Falls	58,506	269
Pine Bluff	58,381	270
San Angelo	57,950	271
Lawton	57,031	272
Bremerton	56,933	273
Wausau	56,487	274
Redding	55,934	275
Salisbury - Concord	55,828	276
Bryan - College Station	55,591	277
Anniston	55,023	278
Athens	54,467	279
Lewiston - Auburn	54,088	280
Chico	53,441	281
Vineland - Millville - Bridgeton	52,334	282
State College	51,474	283
Kenosha	51,326	284
Olympia	51,320	285
Kankakee	51,221	286
Cumberland	51,201	287
Williamsport	49,217	288
Ocala	49,092	289
Burlington, N.C.	47,781	290
Greeley	47,595	291
Bloomington, Ind.	45,689	292
Danville, Va.	44,931	293
Newark, Ohio	42,537	294
Rock Hill	41,588	295
Iowa City	41,190	296
Casper	39,364	297
Midland	38,694	298
Grand Forks	37,158	299
Glens Falls	37,135	300
Las Cruces	35,704	301
Enid	31,826	302
Lawrence, Kans.	31,765	303
Jacksonville, N.C.	31,364	304
Yuba City	28,245	305
Total Above Areas	**105,705,085**	
Percent of U.S.	**85.8295**	
U.S. Total	**123,157,012**	

Meet the right people with Donrey!



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dr

DONREY MEDIA GROUP

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UPDATE ON THE NORTHERN CALIFORNIA MARKET

The nation's fifth most powerful ADI and four prosperous SMSAs constitute the core of Northern California and the domain of its dominant media, the San Francisco Chronicle and San Francisco Examiner.

We're the leaders throughout the entire region, reporting its growth and growing industrial complexity, and serving its residents in every direction from San Francisco.

A new study of this important market and its major newspapers will soon be available, commissioned by us from Scarborough Research Corporation. It will prove the San Francisco Newspapers indispensable as your base buy for reaching consumers in every demographic and product category.

For a copy, contact the San Francisco Newspaper Agency, 925 Mission Street, San Francisco, CA 94103, or your Sawyer-Ferguson-Walker representative.

Source: S&MM Survey of Buying Power, 1980

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

S&MM METRO MARKET RANKING

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
New York	1,757,469	1
Los Angeles - Long Beach	1,732,763	2
Chicago	1,441,902	3
Detroit	1,010,971	4
Philadelphia	896,305	5
San Francisco - Oakland	813,910	6
Dallas - Fort Worth	757,056	7
Washington	727,438	8
Houston	696,368	9
Nassau - Suffolk	686,268	10
Boston - Lowell - Brockton - Lawrence - Haverhill	651,069	11
Miami	566,336	12
Anaheim - Santa Ana - Garden Grove	556,656	13
Phoenix	489,838	14
Newark, N.J.	475,780	15
Pittsburgh	450,266	16
Denver - Boulder	446,430	17
San Diego	444,045	18
Seattle - Everett	440,560	19
Minneapolis - St. Paul	422,091	20
St. Louis	411,602	21
Baltimore	392,160	22
San Jose	386,724	23
Cleveland	350,308	24
Portland, Ore.	347,955	25
Milwaukee	326,686	26
Fort Lauderdale - Hollywood	306,016	27
Atlanta	288,059	28
Tampa - St. Petersburg	286,002	29
Salt Lake City - Ogden	269,129	30
Cincinnati	264,498	31
Kansas City	257,921	32
New Orleans	244,934	33
Sacramento	240,842	34
Buffalo	240,641	35
Oklahoma City	236,174	36
Riverside - San Bernardino - Ontario	231,715	37
Columbus, Ohio	225,029	38
Louisville	210,185	39
Greensboro - Winston-Salem - High Point	200,793	40
Bridgeport - Stamford - Norwalk - Danbury	199,606	41
San Antonio	199,330	42
Indianapolis	190,080	43
Rochester, N.Y.	187,512	44
Hartford - New Britain - Bristol	184,642	45
Birmingham	182,574	46
Tulsa	176,004	47
Nashville-Davidson	174,666	48
Memphis	169,902	49
Dayton	166,632	50
Total Top 50	**23,011,842**	
West Palm Beach - Boca Raton	165,796	51
Albuquerque	163,621	52
Norfolk - Virginia Beach - Portsmouth	152,957	53
Grand Rapids	146,402	54
Albany - Schenectady - Troy	139,296	55
Richmond	138,819	56
Worcester - Fitchburg - Leominster	138,704	57
New Haven - West Haven - Waterbury - Meriden	138,537	58
Flint	137,114	59
Omaha	136,055	60
Toledo	135,406	61
Syracuse	133,235	62
Allentown - Bethlehem - Easton	132,304	63
Charlotte - Gastonia	130,331	64
Tucson	130,288	65
El Paso	130,222	66
Jacksonville, Fla.	129,695	67
Providence - Warwick - Pawtucket	129,195	68
New Brunswick - Perth Amboy - Sayreville	127,537	69
Orlando	127,238	70
Long Branch - Asbury Park	122,316	71
Newport News - Hampton	114,513	72
Austin	113,208	73
Wilmington, Del.	113,037	74
New Bedford - Fall River	112,267	75
Gary - Hammond - East Chicago	108,851	76
Las Vegas	108,736	77
Fresno	104,926	78
Sarasota	104,851	79
Northeast Pennsylvania	103,416	80
Akron	101,701	81
Greenville - Spartanburg	101,382	82
Youngstown - Warren	97,735	83
Madison	96,319	84
Wichita	95,801	85
Knoxville	95,475	86
Paterson - Clifton - Passaic	94,285	87
Raleigh - Durham	93,781	88
Beaumont - Port Arthur - Orange	92,807	89
Lancaster	92,599	90
Oxnard - Simi Valley - Ventura	92,393	91
Tacoma	91,529	92
Harrisburg	91,486	93
Baton Rouge	89,593	94
Colorado Springs	89,103	95
Reno	85,122	96
Spokane	83,431	97
Des Moines	82,432	98
Lansing - East Lansing	81,942	99
Davenport - Rock Island - Moline	81,661	100
Total Top 100	**28,711,292**	
York	81,547	101
Bakersfield	80,975	102
Springfield - Chicopee - Holyoke	79,635	103
Peoria	78,518	104
Mobile	77,624	105
Fort Myers - Cape Coral	75,896	106
Little Rock - North Little Rock	74,566	107
Honolulu	74,469	108
Columbia, S.C.	73,942	109
Stockton	73,707	110
Trenton	72,980	111
Santa Barbara - Santa Maria - Lompoc	72,521	112
Portsmouth - Dover - Rochester	72,518	113
Lubbock	72,227	114
Canton	72,123	115
Charleston - North Charleston, S.C.	71,364	116
Boise	71,021	117
Shreveport	70,734	118
Lexington-Fayette	70,654	119
Modesto	70,609	120
Eugene - Springfield	68,944	121
Huntington - Ashland	68,831	122
Benton Harbor	68,636	123
Ann Arbor	68,544	124
Jersey City	68,416	125
Rockford	67,805	126
Jackson, Miss.	67,496	127
Chattanooga	67,018	128
Fort Wayne	66,199	129
Johnson City - Kingsport - Bristol	66,034	130
Santa Rosa	65,448	131
Evansville	64,299	132
Amarillo	63,471	133
Manchester - Nashua	62,666	134
Erie	61,085	135
Savannah	60,869	136
Salem	60,190	137
Brownsville - Harlingen - San Benito	59,450	138
Salinas - Seaside - Monterey	57,704	139
Kalamazoo - Portage	57,023	140
Binghamton	57,008	141
Corpus Christi	56,893	142
Charleston, W.Va.	56,891	143
Roanoke	56,204	144
Augusta	54,988	145
Appleton - Oshkosh	54,542	146
Vallejo - Fairfield - Napa	53,446	147
Springfield, Mo.	53,386	148
Johnstown	52,013	149
Reading	51,977	150
Total Top 150	**32,036,398**	
Longview - Marshall	51,089	151
South Bend	50,690	152
Saginaw	50,561	153
Lakeland - Winter Haven	49,984	154
Fayetteville, N.C.	49,017	155
McAllen - Pharr - Edinburg	48,590	156
Huntsville	48,413	157
Duluth - Superior	47,791	158
Lafayette, La.	46,930	159
Utica - Rome	46,513	160
Green Bay	45,769	161
Pensacola	45,579	162
New London - Norwich	45,567	163
Fort Collins	45,531	164
Daytona Beach	45,485	165
Provo - Orem	43,976	166
Tyler	43,370	167
Newburgh - Middletown	43,296	168
Wheeling	43,030	169
Lorain - Elyria	42,809	170
Melbourne - Titusville - Cocoa	42,755	171
Montgomery	42,241	172
Fargo - Moorhead	41,995	173
Casper	41,644	174
Billings	41,089	175
Cedar Rapids	40,880	176
Portland, Me.	40,418	177
Fort Smith	39,357	178
Columbus, Ga.	39,204	179
Anchorage	39,170	180
Waco	38,697	181
Hamilton - Middletown	38,351	182
Gainesville	38,238	183
Springfield, Ill.	38,095	184
Wichita Falls	38,049	185
Atlantic City	37,211	186
Macon	36,159	187
Laredo	36,064	188
Lima	35,918	189
Medford	35,629	190
Waterloo - Cedar Falls	35,105	191
Salisbury - Concord	34,662	192
Lake Charles	34,095	193
Chico	33,648	194
Lincoln	33,327	195
Altoona	33,101	196
Champaign - Urbana - Rantoul	33,062	197
Bangor	33,020	198
Dubuque	32,719	199
Fayetteville - Springdale	32,569	200
Total Top 200	**34,086,860**	
Yakima	32,434	201
Richland - Kennewick - Pasco	32,412	202
Olympia	32,379	203
Visalia - Tulare - Porterville	32,302	204
Poughkeepsie	32,184	205
Topeka	32,104	206
Santa Cruz	32,103	207
Racine	31,624	208
Odessa	31,564	209
Pueblo	30,566	210
Anderson, S.C.	30,452	211
Clarksville - Hopkinsville	30,031	212
Lynchburg	29,726	213
Panama City	29,702	214
Bradenton	29,680	215
Midland	29,677	216
Killeen - Temple	29,642	217
Parkersburg - Marietta	29,614	218
Sioux City	29,458	219
Sioux Falls	29,338	220
Abilene	28,694	221
Battle Creek	28,402	222
Monroe	27,372	223
Lafayette - West Lafayette	27,318	224
Albany, Ga.	26,887	225
Vineland - Millville - Bridgeton	26,868	226
Great Falls	26,640	227
Tallahassee	26,509	228
Pittsfield	26,086	229
Asheville	25,626	230
Biloxi - Gulfport	25,573	231
Decatur	25,363	232
Wilmington, N.C.	25,287	233
Muskegon - Norton Shores - Muskegon Heights	25,282	234
Athens	25,274	235
Hickory	25,008	236
Redding	24,665	237
Lawton	24,477	238
Grand Forks	24,372	239
Bellingham	24,358	240
Greeley	24,183	241
Steubenville - Weirton	23,835	242
Muncie	23,724	243
Florence, S.C.	23,398	244
Iowa City	23,363	245
Owensboro	23,269	246
St. Cloud	23,136	247
Burlington, Vt.	23,114	248
Galveston - Texas City	23,085	249
Janesville - Beloit	23,076	250
Total Top 250	**35,458,096**	
Williamsport	23,047	251
Charlottesville	22,977	252
State College	22,909	253
Elkhart	22,822	254
Terre Haute	22,821	255
Rochester, Minn.	22,782	256
Joplin	22,686	257
La Crosse	22,445	258
Mansfield	22,438	259
Florence, Ala.	22,326	260
Jacksonville, N.C.	22,054	261
Fort Walton Beach	21,889	262
Jackson, Mich.	21,834	263
Hagerstown	21,632	264
Bremerton	21,520	265
Bloomington - Normal	21,441	266
Victoria	21,400	267
Tuscaloosa	21,392	268
Springfield, Ohio	21,285	269
Petersburg - Colonial Heights - Hopewell	21,135	270
Godsden	21,084	271
Anderson, Ind.	21,039	272
Bay City	20,615	273
Alexandria, La.	20,495	274
San Angelo	20,404	275
Bismarck	20,400	276
Sharon	20,049	277
Kokomo	19,813	278
Eau Claire	19,503	279
Cumberland	19,268	280
St. Joseph	19,240	281
Burlington, N.C.	19,199	282
Anniston	18,471	283
Enid	17,687	284
Wausau	17,596	285
Texarkana	17,178	286
Kankakee	16,880	287
Bloomington, Ind.	16,049	288
Pine Bluff	15,768	289
Danville, Va.	14,422	290
Kenosha	14,473	291
Bryan - College Station	14,454	292
Las Cruces	14,453	293
Elmira	14,424	294
Yuba City	14,337	295
Ocala	14,316	296
Columbia, Mo.	14,253	297
Sherman - Denison	13,905	298
Newark, Ohio	13,426	299
Glens Falls	12,609	300
Rock Hill	12,194	301
Lewiston - Auburn	11,592	302
Pascagoula - Moss Point	11,078	303
Sheboygan	10,435	304
Lawrence, Kans.	8,957	305
Total Above Areas	**36,471,198**	
Percent of U.S.	**82.5844**	
U.S. Total	**44,162,313**	

"At Western International Hotels, we learned that 49 percent of frequent travelers surveyed use National Yellow Pages when seeking '800' numbers for hotel reservations."

— Ron LaRue

Director of Advertising
and Public Relations
Western International Hotels

"We were spending $50,000 a year on our '800' number advertising in selected Yellow Pages directories around the country and in Canada," LaRue said, "and we wondered if it was working to our advantage.

"A random survey of 1,000 affluent frequent travelers produced a 53 percent return. Sixty-eight percent of the respondents said they used '800' numbers when making an out-of-town hotel reservation in the United States and Canada, and 49 percent of them usually or sometimes got those numbers from National Yellow Pages advertising messages.

"We established the criteria, did the survey, confirmed our beliefs and redirected the campaign. It really paid off for us."

Today, Seattle-based Western International, through its advertising agency, Cole & Weber, places bold listings in some 100 metropolitan telephone directories to reach frequent travelers. In 11 regional sales office cities, custom trademark headings are placed along with bold listings.

But that isn't all the story. According to LaRue, Western International Hotels in the U.S. and Canada (they also have two dozen hotels in glamorous locations all over the world) collectively spend another $300,000 in individual Yellow Pages advertising programs, with quarter page display ads, display trademark headings and trademark listings, promoting specialty restaurants, banquet facilities and other services locally and regionally.

Western International Hotels is just one more success story that proves the power of National Yellow Pages advertising. Ask your advertising agency how you can build an effective cost-efficient National Yellow Pages program, or get a list of authorized selling representatives by writing or calling NYPSA headquarters.

nypsa

NATIONAL YELLOW PAGES SERVICE ASSOCIATION
888 W. BIG BEAVER ROAD
TROY, MICHIGAN 48084
TELEPHONE: (313) 362-3300

The medium that puts the "closing touch" on your marketing/media plan.

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,294,058	1
Chicago	4,788,350	2
Houston	4,192,468	3
Dallas - Fort Worth	3,907,804	4
Detroit	3,775,952	5
Philadelphia	3,150,465	6
New York	3,146,245	7
Washington	2,805,971	8
San Francisco - Oakland	2,377,248	9
Minneapolis - St. Paul	1,910,049	10
St. Louis	1,866,499	11
Boston - Lowell - Brockton - Lawrence - Haverhill	1,859,815	12
Pittsburgh	1,827,837	13
Atlanta	1,812,360	14
Anaheim - Santa Ana - Garden Grove	1,786,926	15
Nassau - Suffolk	1,724,219	16
Baltimore	1,659,321	17
Denver - Boulder	1,582,993	18
Kansas City	1,484,736	19
Cleveland	1,401,258	20
Fort Lauderdale - Hollywood	1,399,615	21
Newark, N.J.	1,394,410	22
Miami	1,384,321	23
Seattle - Everett	1,382,475	24
Phoenix	1,302,623	25
Tampa - St. Petersburg	1,279,416	26
San Diego	1,246,368	27
San Jose	1,234,078	28
Riverside - San Bernardino - Ontario	1,075,801	29
Oklahoma City	1,071,938	30
Buffalo	1,051,828	31
Portland, Ore.	1,012,540	32
San Antonio	936,151	33
Milwaukee	935,557	34
New Orleans	872,587	35
Rochester, N.Y.	868,184	36
Cincinnati	841,791	37
Columbus, Ohio	838,162	38
Indianapolis	826,615	39
Sacramento	818,919	40
Tulsa	805,938	41
Salt Lake City - Ogden	757,720	42
Greensboro - Winston-Salem - High Point	737,952	43
Nashville-Davidson	735,297	44
Jacksonville, Fla.	727,910	45
Birmingham	724,505	46
Norfolk - Virginia Beach - Portsmouth	687,408	47
Memphis	658,278	48
Orlando	656,546	49
Charlotte - Gastonia	643,779	50
Total Top 50	**81,263,226**	
Louisville	604,895	51
West Palm Beach - Boca Raton	588,236	52
Hartford - New Britain - Bristol	588,235	53
Toledo	583,479	54
Richmond	569,994	55
Albany - Schenectady - Troy	568,701	56
Dayton	550,250	57
Syracuse	547,142	58
Flint	527,817	59
Omaha	488,339	60
Albuquerque	485,814	61
Las Vegas	481,128	62
Austin	476,583	63
Bridgeport - Stamford - Norwalk - Danbury	475,040	64
Wichita	463,137	65
Greenville - Spartanburg	453,942	66
Allentown - Bethlehem - Easton	438,925	67
Beaumont - Port Arthur - Orange	437,411	68
Tucson	430,104	69
Baton Rouge	424,290	70
Fresno	423,166	71
Providence - Warwick - Pawtucket	415,222	72
Akron	414,088	73
Gary - Hammond - East Chicago	411,811	74
Grand Rapids	403,916	75
Raleigh - Durham	400,335	76
El Paso	398,734	77
New Haven - West Haven - Waterbury - Meriden	394,834	78
Little Rock - North Little Rock	391,083	79
Oxnard - Simi Valley - Ventura	390,039	80
Northeast Pennsylvania	388,809	81
Worcester - Fitchburg - Leominster	378,927	82
Honolulu	373,362	83
Shreveport	368,731	84
Long Branch - Asbury Park	363,729	85
Lubbock	358,011	86
Wilmington, Del.	351,271	87
Charleston, W.Va.	350,990	88
Tacoma	350,485	89
Des Moines	346,322	90
Harrisburg	341,236	91
Corpus Christi	340,246	92
Knoxville	335,112	93
Youngstown - Warren	329,721	94
Lansing - East Lansing	329,531	95
New Brunswick - Perth Amboy - Sayreville	328,053	96
Springfield - Chicopee - Holyoke	322,674	97
Johnson City - Kingsport - Bristol	321,630	98
Davenport - Rock Island - Moline	319,211	99
Columbia, S.C.	314,806	100
Total Top 100	**102,402,773**	
Peoria	306,299	101
Canton	303,741	102
Amarillo	296,484	103
Portsmouth - Dover - Rochester	290,766	104
Colorado Springs	289,211	105
Mobile	286,707	106
Fort Wayne	284,602	107
Lakeland - Winter Haven	283,636	108
Eugene - Springfield	280,681	109
Bakersfield	276,025	110
Paterson - Clifton - Passaic	273,143	111
Chattanooga	272,314	112
Charleston - North Charleston, S.C.	271,836	113
Reno	267,357	114
New Bedford - Fall River	266,155	115
Lancaster	264,918	116
Stockton	262,559	117
Newport News - Hampton	262,496	118
Jackson, Miss.	261,567	119
Pensacola	261,271	120
Spokane	260,152	121
Augusta	253,277	122
Lexington-Fayette	251,132	123
York	248,340	124
Reading	243,261	125
Springfield, Mo.	239,546	126
Huntsville	237,091	127
Vallejo - Fairfield - Napa	233,287	128
Binghamton	232,414	129
Madison	224,367	130
Galveston - Texas City	224,035	131
Johnstown	220,501	132
Evansville	217,142	133
South Bend	212,693	134
Erie	211,555	135
Macon	209,760	136
Roanoke	209,143	137
Waco	208,670	138
Visalia - Tulare - Porterville	207,924	139
Fort Smith	205,186	140
Columbus, Ga.	204,249	141
Melbourne - Titusville - Cocoa	203,364	142
Fort Myers - Cape Coral	203,297	143
Huntington - Ashland	200,421	144
Santa Rosa	200,370	145
Manchester - Nashua	200,132	146
Jersey City	199,488	147
Killeen - Temple	197,501	148
Salinas - Seaside - Monterey	196,651	149
Utica - Rome	194,486	150
Total Top 150	**114,513,976**	
Odessa	193,598	151
Sarasota	193,263	152
Appleton - Oshkosh	190,847	153
Daytona Beach	190,502	154
Longview - Marshall	189,759	155
Kalamazoo - Portage	188,756	156
Abilene	188,362	157
Montgomery	186,671	158
Ann Arbor	185,792	159
McAllen - Pharr - Edinburg	181,952	160
Boise	180,549	161
Salem	179,552	162
Santa Barbara - Santa Maria - Lompoc	178,794	163
Topeka	176,916	164
Portland, Me.	176,751	165
Savannah	176,186	166
Trenton	175,576	167
Lafayette, La.	170,923	168
Lorain - Elyria	168,963	169
Fargo - Moorhead	166,399	170
Wichita Falls	164,888	171
Modesto	162,469	172
Lake Charles	158,282	173
Lincoln	156,626	174
Waterloo - Cedar Falls	156,148	175
Fayetteville, N.C.	156,026	176
Newburgh - Middletown	155,959	177
Fayetteville - Springdale	154,545	178
New London - Norwich	154,376	179
Elkhart	153,385	180
Rockford	152,941	181
Cedar Rapids	151,068	182
Fort Collins	148,730	183
Joplin	145,858	184
Duluth - Superior	145,219	185
Sioux Falls	143,278	186
Sharon	143,271	187
Monroe	141,422	188
Midland	140,586	189
San Angelo	139,755	190
Lima	139,261	191
Santa Cruz	139,214	192
Hamilton - Middletown	138,606	193
Poughkeepsie	138,206	194
Parkersburg - Marietta	137,948	195
Wheeling	137,826	196
Casper	135,947	197
Asheville	135,899	198
Yakima	135,660	199
Richland - Kennewick - Pasco	135,133	200
Total Top 200	**122,552,619**	
Bradenton	134,668	201
Medford	133,033	202
Anchorage	132,462	203
Provo - Orem	131,455	204
Lynchburg	131,434	205
Tyler	130,558	206
Salisbury - Concord	130,134	207
Saginaw	130,056	208
Billings	130,019	209
Tallahassee	124,285	210
Springfield, Ill.	122,672	211
Anderson, S.C.	119,048	212
Clarksville - Hopkinsville	118,759	213
Green Bay	118,723	214
Terre Haute	118,640	215
Athens	116,615	216
Williamsport	115,866	217
Brownsville - Harlingen - San Benito	115,697	218
Victoria	114,831	219
Bangor	113,870	220
Texarkana	112,512	221
Gainesville	111,042	222
Muncie	110,372	223
Atlantic City	110,342	224
Anderson, Ind.	110,233	225
Alexandria, La.	108,844	226
Decatur	108,748	227
Hickory	108,506	228
Panama City	107,200	229
Mansfield	106,606	230
Biloxi - Gulfport	105,869	231
St. Cloud	105,076	232
Rochester, Minn.	103,921	233
Pueblo	103,439	234
Altoona	102,711	235
Springfield, Ohio	102,477	236
Lawton	100,850	237
Benton Harbor	100,249	238
Bismarck	98,875	239
Wilmington, N.C.	98,461	240
Redding	97,405	241
Bay City	97,101	242
Albany, Ga.	96,319	243
Petersburg - Colonial Heights - Hopewell	95,012	244
Vineland - Millville - Bridgeton	94,686	245
Grand Forks	94,044	246
Champaign - Urbana - Rantoul	93,539	247
Muskegon - Norton Shores - Muskegon Heights	91,944	248
Dubuque	91,810	249
Florence, Ala.	91,234	250
Total Top 250	**128,094,871**	
Sioux City	89,925	251
Sherman - Denison	89,851	252
Bellingham	88,493	253
Racine	88,215	254
Eau Claire	87,581	255
Bryan - College Station	87,066	256
St. Joseph	86,999	257
Chico	86,334	258
Battle Creek	85,643	259
Florence, S.C.	85,431	260
Jacksonville, N.C.	84,560	261
Bremerton	83,808	262
Hagerstown	82,773	263
Great Falls	82,545	264
Steubenville - Weirton	82,507	265
Kokomo	81,701	266
State College	81,690	267
Columbia, Mo.	81,392	268
Janesville - Beloit	81,317	269
Bloomington - Normal	81,183	270
Burlington, N.C.	80,581	271
Olympia	80,226	272
Danville, Va.	80,018	273
Lewiston - Auburn	78,729	274
Enid	78,625	275
Jackson, Mich.	78,283	276
Pine Bluff	77,846	277
Owensboro	77,169	278
Tuscaloosa	77,109	279
Fort Walton Beach	76,547	280
Kankakee	76,390	281
Pittsfield	73,935	282
Newark, Ohio	73,345	283
Charlottesville	72,975	284
Anniston	72,481	285
Rock Hill	71,976	286
Las Cruces	71,888	287
Ocala	70,801	288
Greeley	68,675	289
Lafayette - West Lafayette	67,948	290
Iowa City	67,266	291
Glens Falls	63,797	292
Laredo	63,667	293
Elmira	63,155	294
Gadsden	61,912	295
La Crosse	61,711	296
Cumberland	61,414	297
Wausau	58,457	298
Yuba City	54,618	299
Burlington, Vt.	53,296	300
Sheboygan	52,562	301
Lawrence, Kans.	46,951	302
Bloomington, Ind.	44,161	303
Pascagoula - Moss Point	40,603	304
Kenosha	38,862	305
Total Above Areas	**132,131,864**	
Percent of U.S.	**77.8124**	
U.S. Total	**169,808,262**	

Jeffrey J. Fox, *marketing V. P. for Loctite, the world leader in high-performance adhesives for home and industry. He's a 6 am jogger and a 12 noon squash player, and 60% of his business life is spent on the go for Loctite. A man very much on the move.*

Catch Him If You Can

The first in a series of interviews with active executives who read Sales & Marketing Management Magazine.

S&MM: Jeff, if I want to put information into your hands, how do I do it?

FOX: I read a lot. I read a wide variety of "vertical" and "horizontal" business magazines relevant to my job. Of course, I get a lot of direct mail as well. But I don't choose that material the way I do my magazines, so it isn't likely to have the same impact on me.

S&MM: How do you do everything that you must do in a day and still have time to search out helpful information?

FOX: Time management is a problem, although I remember leaving a Detroit sales meeting at 3:03 p.m. and arriving in Chicago at 3:01 the same afternoon for a distributor meeting. It was the best buy I had all day! But for efficiency, you're not going to beat magazines. The right editorial climate will produce material I just have to have.

S&MM: You must read a tremendous amount. How do you cope with it all?

FOX: I have a personal technique. To be sure I don't miss anything I make a reading file for travel. One night a week I'll go through about 15 magazines, and I'll cut out items that look interesting and staple them together. In a few weeks I'll collect a one-inch file of articles from a hundred or so magazines. That file travels with me until I finish it. Then I distribute the good ones to the people who work with me, or put them in my strategy files.

S&MM: What about ads in the magazines?

FOX: An ad is really a window on the advertiser's marketing strategy. It is part of this business to understand communications, to be able to tell from an ad whether or not an advertiser is a strategic marketer. I can look at an ad for a product—especially a competitor's—and see how well the advertiser is thinking out strategy.

S&MM: What advice would you give to anyone trying to reach someone like you with advertising?

FOX: First, focus. Say one thing and one thing only. Otherwise, your message will get lost.

And remember your audience. If your ad is in Time or Playboy, you can talk about one thing. If you're in S&MM, talk about something else, or say it another way. Segmented target audiences can be pinned down accurately, so you can talk to an audience about its concerns in a language and context the audience understands.

S&MM: You respond to advertising oriented to your needs. What other factors are there?

FOX: An advertiser has to impress more than one person. The overall decision-maker as well as "the influencers." There are specialists who evaluate products and ideas, and who make recommendations.

If you successfully reach the decision-maker, and you've paved the way for the "influencer," you've closed the circle, and perhaps the sale.

S&MM: That's where the choice of magazine is an asset?

FOX: Quite honestly, I'm favorably affected by an advertiser sophisticated enough to advertise in S&MM.

The editorial climate in your magazine gives legitimacy, a third-party endorsement to the information.

To me, it's a sign the advertiser is thinking about his target market and what that market needs. If an ad for sales training aids appeared in Popular Mechanics, I'd be less inclined to think the advertiser really had me in mind.

This is what I mean by strategy, and I prefer dealing with suppliers who have their marketing strategies well thought-out. It's a reflection on their planning and on the quality behind their products.

S&MM: Do you look for articles about companies only like yours, or companies in many kinds of markets?

FOX: I look at everything. Loctite markets both consumer and industrial products, and the Industrial Group's marketing tactics are very similar to consumer marketing approaches.

Our industrial products respond successfully to packaged goods marketing techniques. We consistently employ the disciplines of market segmentation, market testing and product positioning.

S&MM: So the full range of material in S&MM is useful?

FOX: Yes. We need to stay on top of all marketing and selling ideas. My background is consumer marketing, and that's one reason for my interest. But a lot of companies other than Loctite are thinking this way, too.

For example, packaging shouldn't be a tactical afterthought as it so often is in industrial marketing. It's a key part of total marketing strategy. So is brand naming. This is a high strategic issue, yet it is common for industrial companies to use numbers instead of brand names. Customers, distributors, even their own sales people, can't be expected to remember all those confusing numbers.

And we do a lot of testing, especially concept testing. A growth company like ours always looks for new, unfilled and usually unarticulated needs in the marketplace.

All the data we can get is important to us, especially "thesis articles" such as "Marketing in the '80's" and "Survey of Buying Power" that S&MM consistently puts out.

S&MM: Thank you, Jeff.

FOX: Thank *you*. Continue the fine articles and I'll continue to clip them.

We Can

S&MM A BILL PUBLICATION
SALES & MARKETING MANAGEMENT

Follow the arrow

It leads the way to a comprehensive study of newspaper circulation. Showing penetration within principal divisions of the United States —every county, every metropolitan area and every television viewing area.

But one of the arrow's most important advantages is it leads to the only source with penetrations based on *Sales & Marketing Management's** households. The most accepted household base. It's all you need.

CIRCULATION '81/'82 simplifies the art of buying print media.

AMERICAN NEWSPAPER MARKETS, INC.
P.O. Box 994, Malibu, California 90265 • (213) 456-1863

CIRCULATION '81/'82—$35

*Based on 1980 Census

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	2,811,663	1
Chicago	2,779,619	2
Detroit	2,232,127	3
New York	1,840,331	4
Philadelphia	1,657,550	5
Washington	1,519,366	6
Houston	1,489,620	7
Boston - Lowell - Brockton - Lawrence - Haverhill	1,387,893	8
Dallas - Fort Worth	1,264,710	9
San Francisco - Oakland	1,143,097	10
Nassau - Suffolk	1,105,802	11
St. Louis	1,090,704	12
Minneapolis - St. Paul	998,264	13
Cleveland	993,648	14
Pittsburgh	913,599	15
Baltimore	903,305	16
Atlanta	901,174	17
Anaheim - Santa Ana - Garden Grove	856,130	18
Newark, N.J.	775,212	19
Cincinnati	740,274	20
San Diego	704,856	21
Denver - Boulder	693,905	22
Miami	656,474	23
Kansas City	644,189	24
Tampa - St. Petersburg	628,776	25
San Antonio	614,919	26
Riverside - San Bernardino - Ontario	605,423	27
Indianapolis	600,194	28
Seattle - Everett	598,382	29
Milwaukee	596,539	30
Phoenix	555,844	31
Columbus, Ohio	546,943	32
Fort Lauderdale - Hollywood	526,850	33
San Jose	522,565	34
Portland, Ore.	509,062	35
Toledo	476,263	36
Dayton	461,335	37
Louisville	459,902	38
Hartford - New Britain - Bristol	442,643	39
New Orleans	444,377	40
Sacramento	419,841	41
Nashville-Davidson	417,681	42
Salt Lake City - Ogden	402,957	43
Buffalo	400,918	44
Rochester, N.Y.	384,982	45
Memphis	366,644	46
Jacksonville, Fla.	356,559	47
Oklahoma City	345,967	48
Gary - Hammond - East Chicago	345,821	49
Orlando	344,227	50
Total Top 50	**42,485,146**	
Albany - Schenectady - Troy	343,023	51
Birmingham	340,206	52
Bridgeport - Stamford - Norwalk - Danbury	332,313	53
Greensboro - Winston-Salem - High Point	330,817	54
Providence - Warwick - Pawtucket	329,841	55
Richmond	317,703	56
Norfolk - Virginia Beach - Portsmouth	315,963	57
Akron	302,664	58
New Haven - West Haven - Waterbury - Meriden	301,194	59
Worcester - Fitchburg - Leominster	299,976	60
Las Vegas	291,168	61
Youngstown - Warren	288,960	62
Austin	279,011	63
Greenville - Spartanburg	271,738	64
Tulsa	271,024	65
Springfield - Chicopee - Holyoke	269,466	66
New Brunswick - Perth Amboy - Sayreville	263,257	67
Allentown - Bethlehem - Easton	257,572	68
Tucson	256,508	69
Syracuse	249,716	70
Wilmington, Del.	241,449	71
Raleigh - Durham	234,566	72
Long Branch - Asbury Park	233,936	73
Flint	229,423	74
Omaha	223,532	75
Harrisburg	223,454	76
West Palm Beach - Boca Raton	222,056	77
Charlotte - Gastonia	218,722	78
Knoxville	213,466	79
Grand Rapids	213,413	80
Mobile	209,705	81
Chattanooga	207,726	82
Northeast Pennsylvania	206,916	83
Honolulu	204,627	84
Lansing - East Lansing	204,140	85
Albuquerque	200,304	86
Bakersfield	195,965	87
Des Moines	191,058	88
Fresno	190,875	89
Lexington-Fayette	187,967	90
El Paso	187,138	91
Tacoma	184,709	92
Davenport - Rock Island - Moline	184,353	93
New Bedford - Fall River	184,081	94
Canton	177,802	95
Beaumont - Port Arthur - Orange	177,367	96
Baton Rouge	176,904	97
Fort Wayne	176,736	98
Johnson City - Kingsport - Bristol	176,326	99
Corpus Christi	168,761	100
Total Top 100	**54,444,763**	
Reno	168,104	101
Madison	167,697	102
Oxnard - Simi Valley - Ventura	162,644	103
Newport News - Hampton	161,098	104
Jersey City	161,061	105
Columbia, S.C.	160,816	106
Little Rock - North Little Rock	155,952	107
Paterson - Clifton - Passaic	155,073	108
Peoria	154,323	109
Lancaster	148,307	110
Evansville	147,215	111
Wichita	146,721	112
Trenton	145,211	113
Charleston - North Charleston, S.C.	141,981	114
Erie	141,482	115
Portsmouth - Dover - Rochester	140,009	116
Binghamton	139,486	117
Montgomery	139,177	118
Lakeland - Winter Haven	137,571	119
Ann Arbor	137,201	120
Stockton	133,865	121
Utica - Rome	133,746	122
Vallejo - Fairfield - Napa	131,454	123
York	131,385	124
Charleston, W.Va.	131,081	125
Colorado Springs	128,374	126
Shreveport	127,319	127
Huntington - Ashland	126,754	128
Santa Barbara - Santa Maria - Lompoc	126,222	129
Appleton - Oshkosh	123,133	130
Santa Rosa	122,172	131
Rockford	121,877	132
Lorain - Elyria	120,601	133
Daytona Beach	120,512	134
South Bend	120,245	135
Lima	119,828	136
Reading	117,052	137
Salinas - Seaside - Monterey	114,619	138
Duluth - Superior	114,217	139
Roanoke	113,629	140
Spokane	112,897	141
Hamilton - Middletown	112,594	142
Sioux Falls	111,646	143
Kalamazoo - Portage	110,577	144
Jackson, Miss.	110,030	145
Augusta	109,514	146
Hagerstown	106,437	147
Macon	106,319	148
Melbourne - Titusville - Cocoa	105,971	149
Sarasota	105,330	150
Total Top 150	**61,025,292**	
Manchester - Nashua	103,537	151
Modesto	103,249	152
Eugene - Springfield	102,270	153
Terre Haute	101,227	154
New London - Norwich	101,189	155
Newburgh - Middletown	98,705	156
Pensacola	97,767	157
Mansfield	95,976	158
Galveston - Texas City	95,103	159
Savannah	94,354	160
Springfield, Mo.	92,939	161
Poughkeepsie	92,453	162
Wheeling	92,354	163
Benton Harbor	91,948	164
Battle Creek	89,877	165
Springfield, Ill.	89,832	166
Saginaw	89,613	167
Abilene	89,378	168
Fort Smith	89,331	169
Parkersburg - Marietta	87,459	170
Atlantic City	87,184	171
Huntsville	86,128	172
Lincoln	85,317	173
Bloomington - Normal	84,667	174
Longview - Marshall	84,477	175
Columbus, Ga.	84,286	176
Asheville	82,159	177
Johnstown	81,877	178
Salem	81,702	179
Champaign - Urbana - Rantoul	81,042	180
Topeka	80,745	181
McAllen - Pharr - Edinburg	79,366	182
Portland, Me.	79,056	183
Janesville - Beloit	78,273	184
Amarillo	77,955	185
Ocala	77,523	186
Fayetteville, N.C.	77,470	187
Fort Myers - Cape Coral	77,253	188
Killeen - Temple	76,808	189
Richland - Kennewick - Pasco	76,615	190
Santa Cruz	76,574	191
Redding	76,401	192
Visalia - Tulare - Porterville	73,906	193
Springfield, Ohio	73,815	194
Tyler	72,278	195
Green Bay	71,576	196
Lafayette, La.	70,643	197
Fargo - Moorhead	70,605	198
Racine	69,060	199
Waco	68,209	200
Total Top 200	**65,266,823**	
Gainesville	68,191	201
Elkhart	67,209	202
Jackson, Mich.	67,168	203
Eau Claire	67,093	204
Newark, Ohio	66,910	205
Lubbock	66,855	206
Anchorage	66,603	207
Steubenville - Weirton	64,647	208
Yakima	64,528	209
Billings	64,238	210
Provo - Orem	63,475	211
Waterloo - Cedar Falls	63,017	212
St. Cloud	62,561	213
Joplin	62,346	214
Bay City	61,893	215
Cedar Rapids	60,773	216
Sioux City	60,694	217
Boise	59,870	218
Pittsfield	59,637	219
Glens Falls	58,286	220
Texarkana	58,259	221
Grand Forks	57,799	222
Midland	57,330	223
Lynchburg	57,063	224
Medford	56,942	225
Florence, S.C.	56,488	226
Muncie	55,995	227
Casper	55,519	228
Biloxi - Gulfport	55,177	229
Decatur	55,102	230
Salisbury - Concord	52,492	231
Bradenton	52,233	232
Tallahassee	52,118	233
Petersburg - Colonial Heights - Hopewell	51,947	234
Brownsville - Harlingen - San Benito	51,701	235
Laredo	51,554	236
Tuscaloosa	51,227	237
Lake Charles	51,160	238
Anderson, Ind.	50,971	239
St. Joseph	50,928	240
Kenosha	50,853	241
Fort Collins	50,344	242
Muskegon - Norton Shores - Muskegon Heights	49,469	243
Clarksville - Hopkinsville	49,046	244
Wichita Falls	49,005	245
Sharon	48,940	246
Charlottesville	48,806	247
Florence, Ala.	47,799	248
Great Falls	47,794	249
Bangor	47,474	250
Total Top 250	**68,114,352**	
Kokomo	47,157	251
Athens	47,156	252
Burlington, Vt.	46,011	253
Odessa	45,614	254
Monroe	45,425	255
Victoria	44,715	256
Anderson, S.C.	44,227	257
Pine Bluff	43,965	258
Fayetteville - Springdale	43,799	259
Alexandria, La.	43,696	260
Rochester, Minn.	43,621	261
Dubuque	43,440	262
Las Cruces	43,342	263
Cumberland	42,584	264
Lafayette - West Lafayette	42,542	265
Burlington, N.C.	42,189	266
Pueblo	41,077	267
Hickory	40,439	268
Kankakee	40,129	269
Vineland - Millville - Bridgeton	39,623	270
Olympia	39,612	271
Bloomington, Ind.	39,291	272
Wausau	39,261	273
Fort Walton Beach	39,170	274
Altoona	38,669	275
Owensboro	38,522	276
Williamsport	37,423	277
Wilmington, N.C.	37,043	278
Bismarck	37,004	279
Greeley	36,321	280
Anniston	36,133	281
La Crosse	34,986	282
Sheboygan	34,843	283
Bremerton	34,834	284
Iowa City	34,528	285
Columbia, Mo.	33,474	286
Lewiston - Auburn	33,076	287
Rock Hill	32,819	288
Pascagoula - Moss Point	32,673	289
Bellingham	32,328	290
Elmira	32,230	291
Danville, Va.	32,023	292
Panama City	29,542	293
Bryan - College Station	29,233	294
San Angelo	28,823	295
Chico	27,999	296
Sherman - Denison	27,943	297
Gadsden	27,939	298
Lawton	27,175	299
State College	26,778	300
Albany, Ga.	26,266	301
Yuba City	25,570	302
Lawrence, Kans.	24,239	303
Enid	20,786	304
Jacksonville, N.C.	19,599	305
Total Above Areas	**70,113,258**	
Percent of U.S.	**74.7466**	
U.S. Total	**93,801,243**	

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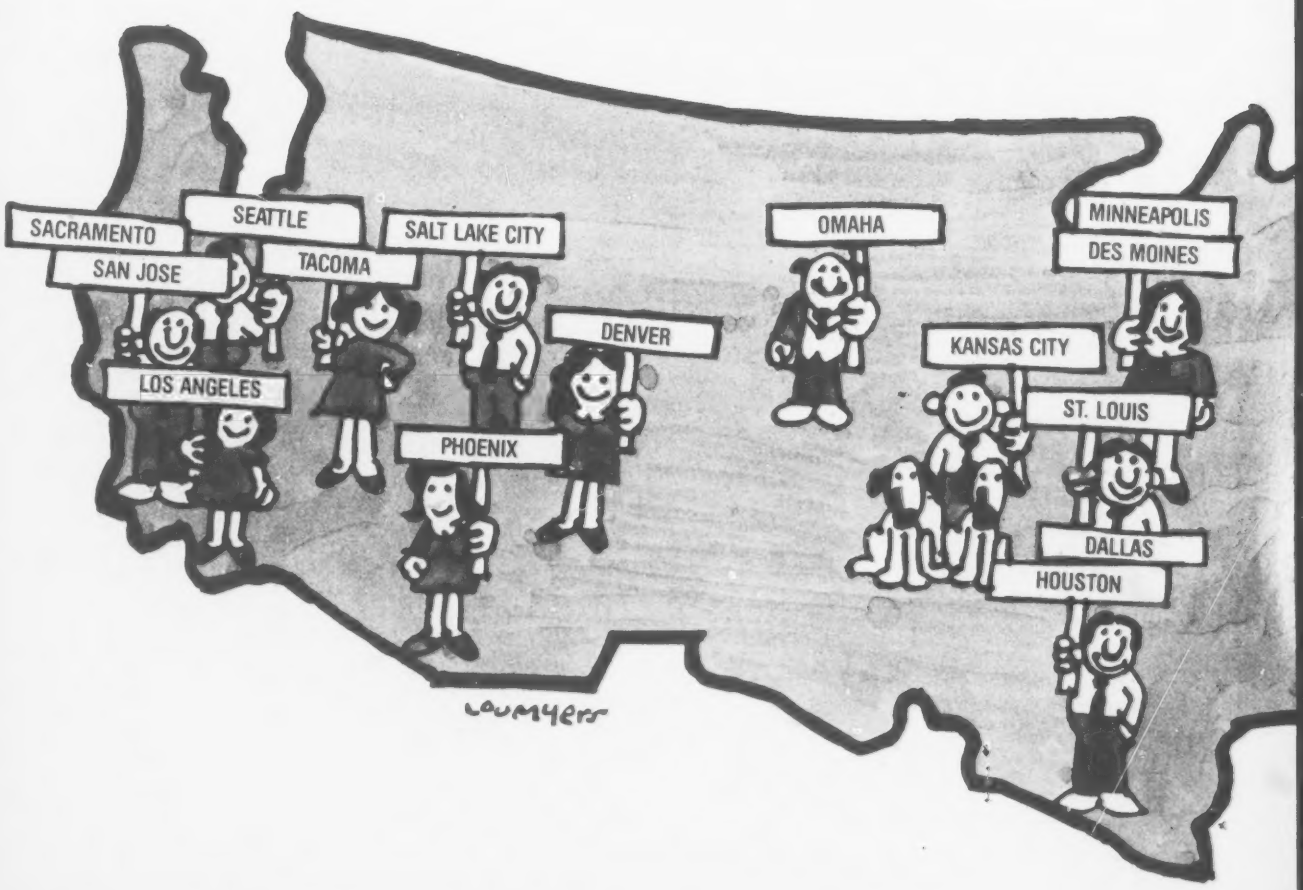

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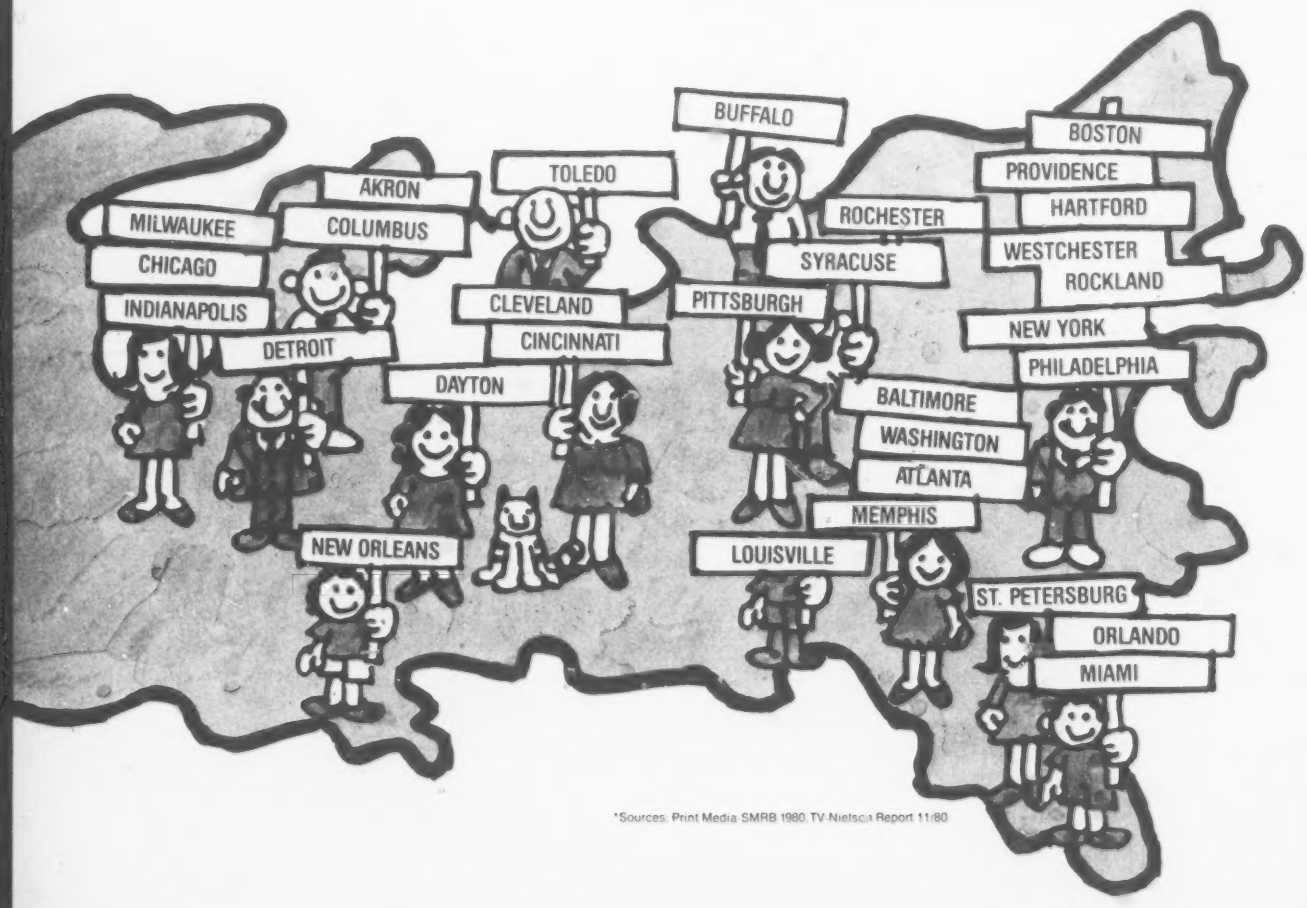

*Sources: Print Media SMRB 1980 TV Nielsen Report 11/80

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	2,636,700	1
Chicago	1,769,990	2
Los Angeles - Long Beach	1,768,484	3
Boston - Lowell - Brockton - Lawrence - Haverhill	1,113,850	4
Detroit	1,100,271	5
Philadelphia	1,055,308	6
Houston	838,243	7
San Francisco - Oakland	780,777	8
Dallas - Fort Worth	780,220	9
Washington	769,761	10
Nassau - Suffolk	690,402	11
Miami	511,729	12
Seattle - Everett	484,615	13
Newark, N.J.	469,394	14
Denver - Boulder	429,306	15
Anaheim - Santa Ana - Garden Grove	429,052	16
Pittsburgh	427,445	17
St. Louis	420,638	18
Minneapolis - St. Paul	417,433	19
Baltimore	385,867	20
Cleveland	355,077	21
Atlanta	353,219	22
San Diego	350,962	23
Portland, Ore.	293,388	24
New Orleans	288,698	25
Kansas City	288,176	26
Oklahoma City	283,476	27
Fort Lauderdale - Hollywood	278,968	28
San Jose	265,247	29
Birmingham	258,079	30
Milwaukee	249,601	31
Phoenix	243,084	32
Bridgeport - Stamford - Norwalk - Danbury	242,372	33
Hartford - New Britain - Bristol	235,721	34
Honolulu	232,937	35
Tampa - St. Petersburg	231,544	36
Buffalo	231,250	37
Riverside - San Bernardino - Ontario	228,260	38
San Antonio	205,926	39
Cincinnati	203,600	40
Tulsa	194,902	41
Sacramento	184,197	42
New Brunswick - Perth Amboy - Sayreville	183,528	43
Rochester, N.Y.	178,544	44
Albany - Schenectady - Troy	176,201	45
Memphis	175,063	46
Columbus, Ohio	170,499	47
New Haven - West Haven - Waterbury - Meriden	166,614	48
Salt Lake City - Ogden	164,222	49
Providence - Warwick - Pawtucket	161,264	50
Total Top 50	**24,354,104**	
Indianapolis	158,217	51
West Palm Beach - Boca Raton	147,058	52
Greensboro - Winston-Salem - High Point	146,463	53
Norfolk - Virginia Beach - Portsmouth	144,201	54
Louisville	143,720	55
Syracuse	142,987	56
Nashville-Davidson	142,956	57
Springfield - Chicopee - Holyoke	142,824	58
Charlotte - Gastonia	138,632	59
Austin	135,089	60
Grand Rapids	131,481	61
Jersey City	130,160	62
Richmond	129,489	63
Worcester - Fitchburg - Leominster	127,254	64
Paterson - Clifton - Passaic	121,403	65
Jacksonville, Fla.	115,689	66
Toledo	114,515	67
Albuquerque	113,697	68
Las Vegas	113,425	69
Gary - Hammond - East Chicago	112,681	70
Wichita	110,764	71
Orlando	108,763	72
New Bedford - Fall River	108,085	73
Akron	106,931	74
Long Branch - Asbury Park	105,433	75
Beaumont - Port Arthur - Orange	103,279	76
Dayton	100,375	77
Greenville - Spartanburg	99,672	78
Flint	98,061	79
Raleigh - Durham	97,245	80
Northeast Pennsylvania	95,278	81
Allentown - Bethlehem - Easton	95,079	82
Shreveport	93,626	83
Wilmington, Del.	93,410	84
Little Rock - North Little Rock	92,909	85
Fresno	92,619	86
Harrisburg	91,830	87
Lansing - East Lansing	90,663	88
El Paso	89,109	89
Lexington-Fayette	88,834	90
Omaha	85,292	91
Des Moines	83,538	92
Columbia, S.C.	82,611	93
Trenton	82,589	94
McAllen - Pharr - Edinburg	82,505	95
Tacoma	82,168	96
Salinas - Seaside - Monterey	82,060	97
Reading	80,734	98
Knoxville	80,571	99
Eugene - Springfield	77,650	100
Total Top 100	**29,787,728**	
Newport News - Hampton	77,310	101
Portsmouth - Dover - Rochester	77,210	102
Youngstown - Warren	77,095	103
Spokane	76,393	104
Oxnard - Simi Valley - Ventura	75,248	105
Baton Rouge	75,058	106
Mobile	74,900	107
Chattanooga	74,199	108
Tucson	73,727	109
Jackson, Miss.	72,658	110
Saginaw	72,574	111
Charleston - North Charleston, S.C.	72,541	112
Johnson City - Kingsport - Bristol	72,237	113
Ann Arbor	71,992	114
Evansville	71,846	115
Huntsville	70,305	116
Lancaster	69,974	117
Davenport - Rock Island - Moline	69,481	118
Amarillo	67,174	119
Manchester - Nashua	65,964	120
Stockton	64,533	121
Bakersfield	63,917	122
Santa Barbara - Santa Maria - Lompoc	63,732	123
Augusta	63,620	124
Lubbock	63,429	125
Utica - Rome	63,294	126
Fort Wayne	62,503	127
Reno	62,452	128
Montgomery	61,497	129
Canton	60,643	130
Peoria	59,901	131
Lafayette, La.	59,612	132
Odessa	57,659	133
Madison	56,798	134
Colorado Springs	55,838	135
Binghamton	53,768	136
York	53,668	137
Corpus Christi	53,422	138
Savannah	53,101	139
Portland, Me.	52,178	140
Anchorage	52,104	141
Huntington - Ashland	52,037	142
Longview - Marshall	51,677	143
Charleston, W.Va.	51,614	144
Macon	51,364	145
Lakeland - Winter Haven	51,020	146
Newburgh - Middletown	50,463	147
Laredo	50,053	148
Boise	49,896	149
Atlantic City	49,724	150
Total Top 150	**32,941,131**	
Daytona Beach	48,703	151
Kalamazoo - Portage	48,213	152
South Bend	47,968	153
Modesto	47,172	154
Poughkeepsie	47,014	155
Duluth - Superior	46,205	156
Galveston - Texas City	45,450	157
Roanoke	45,415	158
Springfield, Ill.	45,106	159
Fort Smith	44,891	160
Erie	44,849	161
Grand Forks	42,703	162
Visalia - Tulare - Porterville	42,631	163
Sarasota	41,026	164
Springfield, Mo.	40,583	165
Pittsfield	40,361	166
Brownsville - Harlingen - San Benito	38,743	167
Santa Rosa	38,687	168
Tyler	38,645	169
Tallahassee	37,722	170
Lincoln	37,441	171
Fort Myers - Cape Coral	36,459	172
Terre Haute	36,356	173
Salisbury - Concord	36,273	174
Alexandria, La.	35,774	175
Biloxi - Gulfport	35,526	176
Billings	35,444	177
Fort Collins	35,383	178
Columbus, Ga.	35,237	179
Fargo - Moorhead	35,101	180
New London - Norwich	34,688	181
Fayetteville - Springdale	34,009	182
Abilene	33,973	183
Vallejo - Fairfield - Napa	33,801	184
Wichita Falls	33,493	185
Waco	33,236	186
Burlington, Vt.	32,803	187
Provo - Orem	32,674	188
Medford	32,397	189
Johnstown	32,342	190
Champaign - Urbana - Rantoul	32,269	191
Pensacola	32,269	191
Rockford	32,129	193
Gadsden	31,770	194
Sioux Falls	31,706	195
Salem	31,637	196
Richland - Kennewick - Pasco	31,367	197
Monroe	31,290	198
Waterloo - Cedar Falls	30,959	199
Florence, Ala.	30,874	200
Total Top 200	**34,821,898**	
Joplin	30,850	201
Lorain - Elyria	30,737	202
Lake Charles	30,514	203
Topeka	30,366	204
Asheville	30,031	205
Santa Cruz	29,686	206
Yakima	29,319	207
Midland	29,129	208
Gainesville	28,906	209
Great Falls	28,632	210
Vineland - Millville - Bridgeton	28,512	211
Hickory	28,166	212
Parkersburg - Marietta	28,166	212
Killeen - Temple	28,067	214
Bloomington - Normal	27,339	215
San Angelo	27,280	216
Tuscaloosa	27,072	217
Texarkana	26,580	218
Florence, S.C.	26,202	219
Bismarck	26,191	220
Appleton - Oshkosh	26,137	221
Anniston	26,089	222
Bradenton	26,007	223
Redding	25,907	224
Fayetteville, N.C.	25,785	225
St. Cloud	25,724	226
Bangor	25,666	227
Jackson, Mich.	25,178	228
Panama City	25,011	229
Albany, Ga.	24,826	230
Columbia, Mo.	24,776	231
Casper	24,543	232
Enid	24,460	233
Altoona	24,454	234
Charlottesville	24,109	235
Chico	24,057	236
Petersburg - Colonial Heights - Hopewell	23,928	237
Owensboro	23,826	238
Battle Creek	23,780	239
Pueblo	23,557	240
Rochester, Minn.	23,179	241
Lima	23,143	242
Muskegon - Norton Shores - Muskegon Heights	23,060	243
State College	22,954	244
Sharon	22,783	245
Wilmington, N.C.	22,780	246
Bryan - College Station	22,472	247
Wheeling	22,393	248
Benton Harbor	21,989	249
Decatur	21,927	250
Total Top 250	**36,118,143**	
Iowa City	21,858	251
Bellingham	21,714	252
Steubenville - Weirton	21,658	253
Hagerstown	21,322	254
Sioux City	21,236	255
Mansfield	21,204	256
Green Bay	21,106	257
Bloomington, Ind.	20,931	258
Sherman - Denison	20,285	259
Bay City	20,246	260
Springfield, Ohio	19,960	261
Hamilton - Middletown	19,873	262
Janesville - Beloit	19,821	263
Clarksville - Hopkinsville	19,775	264
Anderson, S.C.	19,682	265
Kokomo	19,515	266
Williamsport	19,486	267
Melbourne - Titusville - Cocoa	18,659	268
Fort Walton Beach	18,603	269
Anderson, Ind.	17,985	270
Elkhart	17,888	271
Yuba City	17,588	272
Muncie	17,329	273
Burlington, N.C.	17,100	274
Rock Hill	17,097	275
Wausau	16,946	276
Greeley	16,876	277
Victoria	16,734	278
Cumberland	16,412	279
Elmira	16,305	280
Lewiston - Auburn	16,119	281
Athens	15,974	282
Lynchburg	15,775	283
Cedar Rapids	15,763	284
Bremerton	15,045	285
Lawton	14,986	286
La Crosse	14,633	287
Eau Claire	14,472	288
Lafayette - West Lafayette	14,153	289
Glens Falls	13,999	290
Racine	13,903	291
Newark, Ohio	13,585	292
Danville, Va.	13,357	293
Ocala	13,073	294
Kankakee	13,019	295
Pine Bluff	12,733	296
St. Joseph	12,663	297
Dubuque	11,757	298
Lawrence, Kans.	11,228	299
Jacksonville, N.C.	11,063	300
Las Cruces	10,384	301
Olympia	9,865	302
Pascagoula - Moss Point	9,037	303
Kenosha	7,531	304
Sheboygan	7,279	305
Total Above Areas	**37,014,733**	
Percent of U.S.	**82.2566**	
U.S. Total	**44,999,043**	

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,236,990	1
Los Angeles - Long Beach	1,127,494	2
Detroit	943,536	3
New York	814,104	4
San Francisco - Oakland	698,023	5
Washington	690,488	6
Dallas - Fort Worth	689,371	7
Boston - Lowell - Brockton - Lawrence - Haverhill	566,054	8
Philadelphia	479,797	9
Houston	428,271	10
Cleveland	377,920	11
Miami	339,224	12
Seattle - Everett	318,790	13
Baltimore	317,855	14
Atlanta	310,212	15
Nassau - Suffolk	289,140	16
St. Louis	265,628	17
Anaheim - Santa Ana - Garden Grove	263,864	18
Minneapolis - St. Paul	263,194	19
San Jose	246,601	20
Tampa - St. Petersburg	241,675	21
Fort Lauderdale - Hollywood	239,110	22
Pittsburgh	238,029	23
Riverside - San Bernardino - Ontario	236,294	24
Phoenix	231,241	25
San Diego	223,041	26
Milwaukee	215,324	27
Honolulu	210,486	28
Cincinnati	209,470	29
Buffalo	200,420	30
Sacramento	199,240	31
Indianapolis	192,809	32
Denver - Boulder	186,084	33
Newark, N.J.	182,759	34
New Orleans	168,857	35
Portland, Ore.	162,151	36
Kansas City	150,199	37
Columbus, Ohio	149,546	38
Hartford - New Britain - Bristol	145,689	39
Greensboro - Winston-Salem - High Point	145,650	40
Louisville	144,524	41
Rochester, N.Y.	143,773	42
Syracuse	141,874	43
Reno	134,945	44
Birmingham	128,008	45
Memphis	127,854	46
Toledo	126,455	47
Jacksonville, Fla.	123,971	48
Richmond	120,306	49
Charlotte - Gastonia	114,763	50
Total Top 50	**15,901,103**	
Gary - Hammond - East Chicago	113,764	51
Nashville-Davidson	113,712	52
West Palm Beach - Boca Raton	111,238	53
Fresno	109,427	54
Providence - Warwick - Pawtucket	105,946	55
Akron	98,186	56
Worcester - Fitchburg - Leominster	96,388	57
Albany - Schenectady - Troy	95,448	58
Oklahoma City	95,029	59
Las Vegas	94,428	60
Flint	94,388	61
San Antonio	94,130	62
Bridgeport - Stamford - Norwalk Danbury	92,986	63
Greenville - Spartanburg	92,835	64
Orlando	91,801	65
Norfolk - Virginia Beach - Portsmouth	84,956	66
Wilmington, Del.	84,317	67
New Haven - West Haven - Waterbury - Meriden	84,193	68
Youngstown - Warren	83,365	69
Dayton	83,355	70
Tucson	82,955	71
Oxnard - Simi Valley - Ventura	82,596	72
Salt Lake City - Ogden	78,286	73
Bakersfield	77,578	74
Omaha	74,983	75
Stockton	74,741	76
El Paso	72,517	77
Springfield - Chicopee - Holyoke	71,083	78
Baton Rouge	70,678	79
Knoxville	69,268	80
Allentown - Bethlehem - Easton	68,406	81
Anchorage	67,820	82
Davenport - Rock Island - Moline	67,347	83
Tulsa	66,555	84
Northeast Pennsylvania	66,218	85
Mobile	66,143	86
Little Rock - North Little Rock	65,964	87
Vallejo - Fairfield - Napa	65,661	88
Daytona Beach	64,768	89
Tacoma	64,734	90
Utica - Rome	63,766	91
Albuquerque	63,350	92
Austin	63,132	93
New Bedford - Fall River	59,955	94
Harrisburg	59,878	95
Lakeland - Winter Haven	59,603	96
Canton	59,188	97
Long Branch - Asbury Park	58,851	98
Portsmouth - Dover - Rochester	57,797	99
Grand Rapids	57,592	100
Total Top 100	**19,842,408**	
Fort Wayne	57,572	101
Spokane	56,449	102
Salinas - Seaside - Monterey	55,894	103
Raleigh - Durham	55,813	104
Santa Rosa	54,522	105
Beaumont - Port Arthur - Orange	54,371	106
Columbia, S.C.	53,403	107
Santa Barbara - Santa Maria - Lompoc	52,218	108
Richland - Kennewick - Pasco	52,188	109
Chattanooga	52,118	110
Melbourne - Titusville - Cocoa	51,826	111
Eugene - Springfield	51,270	112
South Bend	48,106	113
Lexington-Fayette	47,757	114
New Brunswick - Perth Amboy - Sayreville	47,640	115
Evansville	47,044	116
Modesto	46,343	117
Ann Arbor	46,230	118
Peoria	45,739	119
Charleston - North Charleston, S.C.	45,219	120
Huntington - Ashland	44,298	121
Charleston, W.Va.	44,147	122
Binghamton	43,585	123
Jersey City	43,466	124
Sarasota	43,396	125
Johnson City - Kingsport - Bristol	42,968	126
Jackson, Miss.	42,821	127
Salem	42,494	128
Bremerton	42,399	129
Wichita	42,217	130
Lansing - East Lansing	42,110	131
Rockford	41,851	132
Springfield, Ill.	40,651	133
Santa Cruz	40,179	134
Sioux Falls	39,340	135
Lorain - Elyria	38,964	136
Madison	38,833	137
Augusta	38,762	138
Newport News - Hampton	37,547	139
Redding	37,445	140
Shreveport	36,758	141
Lancaster	36,250	142
Corpus Christi	36,158	143
Saginaw	35,905	144
Roanoke	35,627	145
Portland, Me.	35,490	146
Des Moines	35,122	147
Pensacola	34,827	148
Yuba City	34,229	149
Visalia - Tulare - Porterville	34,218	150
Total Top 150	**22,046,187**	
Erie	33,297	151
Paterson - Clifton - Passaic	33,153	152
Appleton - Oshkosh	32,996	153
Macon	32,776	154
Asheville	32,641	155
Lima	32,638	156
Elkhart	32,622	157
Manchester - Nashua	32,475	158
Billings	32,165	159
Fort Myers - Cape Coral	31,855	160
Gainesville	31,576	161
Bradenton	31,506	162
McAllen - Pharr - Edinburg	30,862	163
Trenton	30,799	164
Bryan - College Station	30,640	165
Huntsville	30,584	166
Columbus, Ga.	30,032	167
Lynchburg	29,880	168
Savannah	29,250	169
York	29,129	170
Terre Haute	28,849	171
Topeka	28,298	172
Hamilton - Middletown	28,037	173
Muncie	28,028	174
Cedar Rapids	27,743	175
Galveston - Texas City	27,680	176
Duluth - Superior	27,652	177
Anderson, Ind.	27,203	178
Yakima	27,085	179
Montgomery	26,736	180
Waco	26,694	181
Newburgh - Middletown	26,653	182
Amarillo	26,399	183
Salisbury - Concord	26,311	184
Kalamazoo - Portage	26,009	185
Benton Harbor	25,834	186
Colorado Springs	25,417	187
Fort Smith	24,781	188
Longview - Marshall	24,627	189
Johnstown	24,457	190
New London - Norwich	24,223	191
Battle Creek	24,198	192
Wheeling	23,805	193
Lake Charles	23,770	194
Biloxi - Gulfport	23,657	195
Lafayette - West Lafayette	23,470	196
Joplin	23,086	197
Springfield, Mo.	23,006	198
Champaign - Urbana - Rantoul	22,955	199
Chico	22,700	200
Total Top 200	**23,446,426**	
Olympia	22,547	201
Fargo - Moorhead	22,347	202
Parkersburg - Marietta	22,315	203
Muskegon - Norton Shores - Muskegon Heights	22,202	204
Lubbock	21,990	205
Springfield, Ohio	21,877	206
Atlantic City	21,204	207
Reading	21,029	208
Steubenville - Weirton	20,957	209
Lafayette, La.	20,585	210
Cumberland	20,579	211
Provo - Orem	20,407	212
Poughkeepsie	20,385	213
Racine	20,331	214
Kokomo	20,306	215
Petersburg - Colonial Heights - Hopewell	20,252	216
Green Bay	20,195	217
Wilmington, N.C.	19,965	218
Kankakee	19,746	219
Lincoln	19,655	220
Alexandria, La.	19,473	221
Waterloo - Cedar Falls	19,388	222
Athens	19,324	223
Hagerstown	19,012	224
Bangor	18,703	225
Eau Claire	18,547	226
Bellingham	18,526	227
Sioux City	18,510	228
Rochester, Minn.	18,411	229
Tallahassee	18,332	230
Charlottesville	18,112	231
Anderson, S.C.	18,096	232
Tyler	17,996	233
Burlington, N.C.	17,952	234
Janesville - Beloit	17,876	235
Fayetteville - Springdale	17,875	236
Columbia, Mo.	17,598	237
Great Falls	17,334	238
Pittsfield	17,321	239
Bloomington - Normal	17,136	240
Ocala	17,003	241
Casper	16,699	242
Bloomington, Ind.	16,654	243
Bay City	16,377	244
Albany, Ga.	16,283	245
Laredo	16,269	246
Decatur	16,154	247
Monroe	16,029	248
Enid	15,805	249
Vineland - Millville - Bridgeton	15,740	250
Total Top 250	**24,393,835**	
Fort Collins	15,722	251
St. Joseph	15,707	252
Tuscaloosa	15,570	253
Wichita Falls	15,570	253
Brownsville - Harlingen - San Benito	15,487	255
Boise	15,471	256
Fayetteville, N.C.	15,396	257
Medford	15,234	258
Clarksville - Hopkinsville	15,185	259
Hickory	15,145	260
Pascagoula - Moss Point	15,144	261
Altoona	15,141	262
Bismarck	15,104	263
Abilene	15,023	264
St. Cloud	14,922	265
Sherman - Denison	14,901	266
Texarkana	14,880	267
Glens Falls	14,838	268
Rock Hill	14,778	269
Killeen - Temple	14,618	270
Mansfield	14,541	271
Iowa City	14,366	272
Grand Forks	14,291	273
Pine Bluff	14,249	274
Elmira	14,242	275
Owensboro	14,211	276
Anniston	13,917	277
Sheboygan	13,728	278
Dubuque	13,670	279
La Crosse	13,558	280
Florence, Ala.	13,105	281
Danville, Va.	12,986	282
Jackson, Mich.	12,951	283
Newark, Ohio	12,811	284
Gadsden	12,295	285
Florence, S.C.	12,227	286
Panama City	12,081	287
Williamsport	12,065	288
Sharon	11,471	289
Fort Walton Beach	11,030	290
State College	10,880	291
Victoria	10,840	292
Pueblo	10,180	293
Odessa	9,748	294
Midland	9,433	295
Kenosha	8,990	296
Burlington, Vt.	8,858	297
Wausau	8,450	298
Lewiston - Auburn	8,281	299
Greeley	7,886	300
Las Cruces	7,546	301
Lawrence, Kans.	7,233	302
Jacksonville, N.C.	6,564	303
San Angelo	6,421	304
Lawton	6,393	305
Total Above Areas	**25,089,071**	
Percent of U.S.	**78.4377**	
U.S. Total	**31,986,000**	

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- All known* home center operations
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THE HARDWARE AND HOME CENTER MAGAZINE

Published by:
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(317) 248-1261

S&MM METRO MARKET RANKING

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,255,821	1
Chicago	1,033,467	2
Houston	854,705	3
Detroit	748,120	4
Anaheim - Santa Ana - Garden Grove	615,737	5
New York	612,651	6
San Francisco - Oakland	592,005	7
Seattle - Everett	574,700	8
Minneapolis - St. Paul	570,600	9
Philadelphia	545,544	10
Riverside - San Bernardino - Ontario	545,023	11
Boston - Lowell - Brockton - Lawrence - Haverhill	543,476	12
Washington	543,456	13
Dallas - Fort Worth	537,569	14
San Diego	483,487	15
Denver - Boulder	411,614	16
San Jose	389,952	17
Atlanta	387,106	18
Pittsburgh	380,583	19
St. Louis	373,626	20
Nassau - Suffolk	359,781	21
Baltimore	336,599	22
Phoenix	332,281	23
Sacramento	317,545	24
Tampa - St. Petersburg	277,729	25
Cleveland	274,463	26
Fort Lauderdale - Hollywood	246,460	27
Portland, Ore.	243,085	28
Newark, N.J.	239,082	29
Milwaukee	237,450	30
Indianapolis	230,070	31
Miami	227,337	32
Oklahoma City	225,462	33
Birmingham	225,413	34
Cincinnati	219,840	35
Salt Lake City - Ogden	219,830	36
Kansas City	217,267	37
Tulsa	205,042	38
Akron	195,863	39
Greensboro - Winston-Salem - High Point	192,342	40
Columbus, Ohio	189,971	41
Louisville	187,083	42
Bridgeport - Stamford - Norwalk - Danbury	178,141	43
Nashville-Davidson	165,601	44
Buffalo	164,044	45
Hartford - New Britain - Bristol	160,193	46
New Orleans	159,676	47
Grand Rapids	159,349	48
Rochester, N.Y.	159,235	49
Charlotte - Gastonia	155,955	50
Total Top 50	**18,703,431**	
Austin	154,531	51
Santa Rosa	153,343	52
Baton Rouge	151,439	53
Greenville - Spartanburg	151,435	54
Norfolk - Virginia Beach - Portsmouth	151,233	55
Johnson City - Kingsport - Bristol	149,473	56
Memphis	149,044	57
Knoxville	146,309	58
Orlando	145,788	59
Las Vegas	144,697	60
Dayton	142,816	61
Beaumont - Port Arthur - Orange	140,156	62
Jacksonville, Fla.	138,587	63
Eugene - Springfield	136,147	64
Albany - Schenectady - Troy	136,041	65
Fresno	135,242	66
Lancaster	130,864	67
San Antonio	129,000	68
Des Moines	126,980	69
Bakersfield	126,009	70
Providence - Warwick - Pawtucket	125,030	71
Wichita	117,896	72
Mobile	116,655	73
Spokane	116,230	74
Wilmington, Del.	114,884	75
Richmond	114,479	76
Peoria	113,724	77
Gary - Hammond - East Chicago	112,103	78
Tacoma	110,969	79
Salem	110,800	80
Reno	110,623	81
Allentown - Bethlehem - Easton	110,568	82
Northeast Pennsylvania	109,956	83
Springfield - Chicopee - Holyoke	106,910	84
Toledo	106,544	85
Fort Myers - Cape Coral	105,946	86
Amarillo	105,141	87
Portsmouth - Dover - Rochester	104,475	88
Charleston - North Charleston, S.C.	102,877	89
Modesto	102,876	90
Lakeland - Winter Haven	102,725	91
Albuquerque	101,929	92
Davenport - Rock Island - Moline	99,904	93
New Haven - West Haven - Waterbury - Meriden	99,574	94
Boise	98,561	95
Chattanooga	98,266	96
Worcester - Fitchburg - Leominster	97,616	97
Madison	96,394	98
Flint	94,589	99
Syracuse	93,812	100
Total Top 100	**24,744,621**	
Little Rock - North Little Rock	91,368	101
Santa Cruz	90,879	102
Columbia, S.C.	90,765	103
Huntington - Ashland	89,697	104
Evansville	89,027	105
Oxnard - Simi Valley - Ventura	88,508	106
Redding	88,446	107
Springfield, Ill.	87,516	108
Harrisburg	87,475	109
Stockton	87,344	110
Billings	87,290	111
Huntsville	86,669	112
West Palm Beach - Boca Raton	86,036	113
York	84,456	114
Charleston, W.Va.	83,643	115
Daytona Beach	83,394	116
Raleigh - Durham	81,833	117
Melbourne - Titusville - Cocoa	81,153	118
New Brunswick - Perth Amboy - Sayreville	80,149	119
Canton	79,952	120
Springfield, Mo.	79,586	121
Fort Collins	79,471	122
Lansing - East Lansing	79,448	123
Vallejo - Fairfield - Napa	78,408	124
Long Branch - Asbury Park	77,819	125
Fayetteville - Springdale	77,677	126
Santa Barbara - Santa Maria - Lompoc	76,978	127
Anchorage	76,144	128
St. Cloud	75,949	129
Lexington-Fayette	75,412	130
Richland - Kennewick - Pasco	74,621	131
Augusta	74,599	132
Duluth - Superior	73,299	133
Tucson	73,243	134
Omaha	72,698	135
Colorado Springs	72,128	136
Manchester - Nashua	71,610	137
McAllen - Pharr - Edinburg	71,244	138
Youngstown - Warren	69,934	139
Savannah	69,457	140
Macon	68,255	141
Chico	68,047	142
Kalamazoo - Portage	67,743	143
Visalia - Tulare - Porterville	67,445	144
Portland, Me.	67,118	145
Cedar Rapids	66,177	146
Fort Smith	65,984	147
Fargo - Moorhead	64,821	148
Lincoln	64,387	149
Longview - Marshall	64,321	150
Total Top 150	**28,634,244**	
Rockford	64,265	151
Erie	64,234	152
Lake Charles	63,400	153
Johnstown	63,368	154
Fort Wayne	62,975	155
Yakima	62,371	156
Jackson, Miss.	61,788	157
Lubbock	61,288	158
Salinas - Seaside - Monterey	61,138	159
Appleton - Oshkosh	60,654	160
Montgomery	60,198	161
Fayetteville, N.C.	58,798	162
Pensacola	58,394	163
Lafayette, La.	58,114	164
Shreveport	57,768	165
Newport News - Hampton	57,465	166
Newburgh - Middletown	57,012	167
Bremerton	56,838	168
Casper	55,610	169
Sarasota	55,407	170
Wichita Falls	54,757	171
Tyler	53,909	172
Tallahassee	53,765	173
Honolulu	53,554	174
Lima	53,553	175
Eau Claire	53,386	176
Provo - Orem	53,168	177
South Bend	52,842	178
Topeka	52,565	179
Paterson - Clifton - Passaic	52,484	180
El Paso	52,461	181
Tuscaloosa	52,438	182
Medford	52,107	183
Asheville	51,837	184
Grand Forks	51,294	185
Terre Haute	51,164	186
Ann Arbor	50,158	187
Corpus Christi	49,353	188
Abilene	49,028	189
Green Bay	48,871	190
Galveston - Texas City	48,853	191
Bellingham	48,454	192
New Bedford - Fall River	48,223	193
Binghamton	47,996	194
Jersey City	47,726	195
Clarksville - Hopkinsville	46,161	196
Bangor	45,780	197
Anderson, S.C.	45,085	198
Hickory	45,079	199
Bloomington - Normal	45,027	200
Total Top 200	**31,346,407**	
Parkersburg - Marietta	44,820	201
Rochester, Minn.	44,804	202
Waterloo - Cedar Falls	44,375	203
Decatur	44,365	204
Poughkeepsie	44,264	205
Odessa	43,915	206
Champaign - Urbana - Rantoul	43,308	207
Albany, Ga.	43,247	208
Sioux Falls	42,697	209
Wausau	42,547	210
Wilmington, N.C.	42,448	211
Reading	41,966	212
Atlantic City	41,811	213
Bismarck	41,510	214
Great Falls	40,998	215
Owensboro	40,110	216
Utica - Rome	39,884	217
Monroe	39,843	218
Altoona	39,596	219
Lorain - Elyria	39,527	220
Ocala	39,004	221
Saginaw	38,217	222
Yuba City	38,171	223
Florence, Ala.	37,977	224
Columbus, Ga.	37,619	225
Olympia	37,562	226
Bryan - College Station	37,018	227
Charlottesville	36,919	228
Burlington, Vt.	36,185	229
Florence, S.C.	36,112	230
Janesville - Beloit	35,891	231
Benton Harbor	35,795	232
Racine	35,591	233
Gainesville	35,532	234
Pittsfield	34,741	235
Salisbury - Concord	34,650	236
Killeen - Temple	34,591	237
Roanoke	34,517	238
Steubenville - Weirton	34,497	239
Joplin	34,271	240
Dubuque	33,842	241
Biloxi - Gulfport	33,837	242
Hamilton - Middletown	33,796	243
Fort Walton Beach	33,707	244
Wheeling	33,330	245
Trenton	32,741	246
San Angelo	32,469	247
La Crosse	32,353	248
Greeley	32,250	249
Muskegon - Norton Shores - Muskegon Heights	32,204	250
Total Top 250	**33,247,861**	
Iowa City	32,197	251
Petersburg - Colonial Heights - Hopewell	32,099	252
Lynchburg	31,903	253
New London - Norwich	31,220	254
Victoria	31,085	255
Midland	30,642	256
Kankakee	30,547	257
Elkhart	30,218	258
State College	30,100	259
Sioux City	29,738	260
Sherman - Denison	29,239	261
Athens	28,669	262
Alexandria, La.	28,620	263
Columbia, Mo.	28,564	264
Panama City	28,047	265
Las Cruces	27,709	266
Springfield, Ohio	27,687	267
Bradenton	27,663	268
Brownsville - Harlingen - San Benito	27,551	269
Waco	27,374	270
Sharon	26,662	271
Anderson, Ind.	26,560	272
Rock Hill	25,958	273
Gadsden	25,957	274
Mansfield	25,952	275
Pascagoula - Moss Point	25,918	276
Anniston	25,628	277
Enid	25,608	278
Kokomo	25,501	279
Pueblo	25,261	280
Burlington, N.C.	24,574	281
Bay City	24,533	282
Lafayette - West Lafayette	24,479	283
Battle Creek	24,221	284
Cumberland	24,197	285
Hagerstown	24,113	286
Jackson, Mich.	23,117	287
Newark, Ohio	23,011	288
Muncie	22,745	289
Lawton	22,697	290
Sheboygan	22,155	291
Texarkana	21,881	292
Glens Falls	21,840	293
Lawrence, Kans.	21,303	294
St. Joseph	20,014	295
Williamsport	19,893	296
Lewiston - Auburn	19,356	297
Laredo	18,843	298
Jacksonville, N.C.	18,347	299
Danville, Va.	18,228	300
Pine Bluff	17,871	301
Bloomington, Ind.	17,781	302
Vineland - Millville - Bridgeton	15,281	303
Kenosha	12,961	304
Elmira	12,271	305
Total Above Areas	**34,613,450**	
Percent of U.S.	**70.0944**	
U.S. Total	**49,381,211**	

Why Centab?

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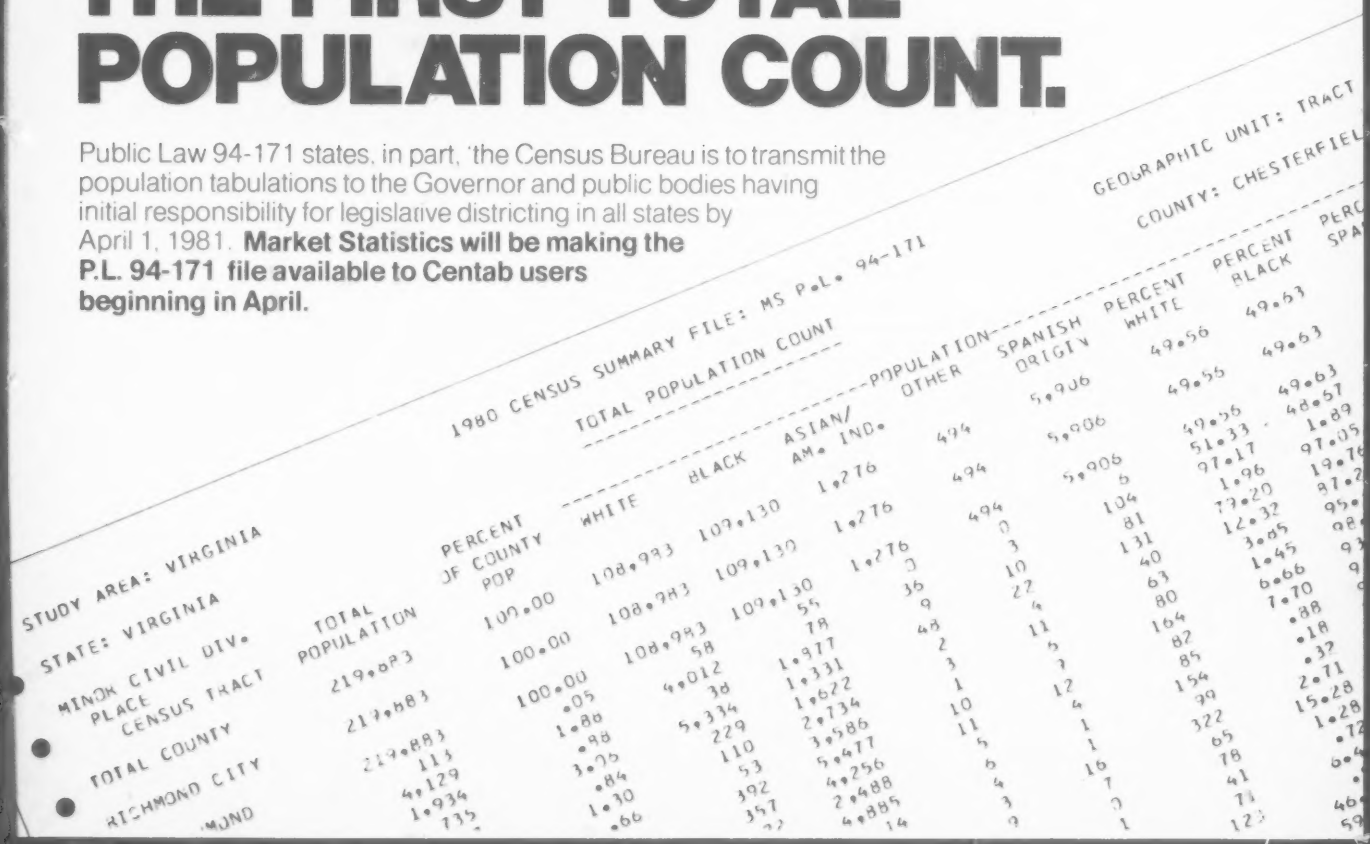


MARKET STATISTICS

Producers of the Survey of Buying Power
633 Third Avenue, New York, N.Y. 10017
212-986-4800
A Division of Bill Communications

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, CITY DATA LISTED BY STATES

Population

Retail Sales

[redacted] ESTIMATES	POPULATION—12/31/80							RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)

Effective Buying Income

[redacted] ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	

Caution on population estimates
Population and household estimates in the 1981 *Survey* are not directly comparable with those in previous *Surveys*. The 1981 *Survey* estimates are updates from the 1980 Census of Population whereas, previously, the estimates used the 1970 census as a benchmark. Also, the 1980 census revealed there were 5 million more people in the U.S. than the Census Bureau had previously estimated.

Alabama C-6
Alaska C-10
Arizona C-11
Arkansas C-15
California C-18
Colorado C-36
Connecticut C-38
Delaware C-44
District of Columbia C-44
Florida C-46
Georgia C-60
Hawaii C-66
Idaho C-67
Illinois C-68
Indiana C-77
Iowa C-83
Kansas C-87
Kentucky C-97
Louisiana C-100
Maine C-105
Maryland C-106
Massachusetts C-108
Michigan C-114
Minnesota C-121
Mississippi C-124
Missouri C-127
Montana C-132
Nebraska C-134
Nevada C-137
New Hampshire C-139
New Jersey C-139
New Mexico C-144
New York C-145
North Carolina C-153
North Dakota C-158
Ohio C-160
Oklahoma C-168
Oregon C-171
Pennsylvania C-174
Rhode Island C-184
South Carolina C-186
South Dakota C-189
Tennessee C-191
Texas C-195
Utah C-209
Vermont C-210
Virginia C-211
Washington C-216
West Virginia C-220
Wisconsin C-223
Wyoming C-228

Notes:
All counties are included in *Sales & Marketing Management's 1981 Survey of Buying Power*.
Cities are included if they meet the following criteria:
- Population of 40,000 or more at the time of the 1970 Census of Population
- Central city of a metropolitan market
- Independent city (that is, not within a county).

"Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state.

The following symbols are used as indicated:
□ County within a metropolitan area whose central cities are in another state
• Central city of a metropolitan area.
Blank space in Retail Store columns indicates zero sales.
Boldface lines are metropolitan area and state totals.
Mediumface lines are county and suburban data.
Lightface lines are city data.
Italicized lines indicate metropolitan counties and central cities located in another state.

Alphabetical listing of S&MM's 305 metropolitan markets

The 305 Sales & Marketing Management metropolitan markets (see "Definition of Terms" on page A-37 for definition of criteria) are listed here in alphabetical order. Although the markets appear in alphabetical order in their respective states on the following pages, the complete list is presented here for the convenience of the many readers who use worksheets that list all 305 markets.

S&MM's metro markets, with the exception of New England, follow the classification of Standard Metropolitan Statistical Areas (SMSAs) as designated by the Office of Federal Statistical Policy and Standards (OFSPS), which will be shifted from the U.S. Dept. of Commerce to the Office of Management and Budget later this year. Whereas OFSPS uses cities and towns to define New England metros, S&MM uses counties because, first, more data are available on that basis, and second, marketing executives, in general, use the county unit to design sales territories.

Last month, OFSPS designated 35 new SMSAs as a result of population totals from the 1980 Census of Population and Housing. A list of the new metro areas appears on page A-11. At the same time, OFSPS eliminated Rapid City, SD, from the list of SMSAs, created two new Standard Consolidated Statistical Areas (SCSAs), which include two or more closely related SMSAs, and enlarged two existing SCSAs with the addition of new metro areas. All of these changes have been incorporated in Sections B and C.

Cautionary Note: Eight metro markets, whose central cities are in two different states, are listed in each of their component states. If these markets are used when data from several markets are combined to compute an overall market total, the user should be sure that these particular eight markets are not double-counted. The eight markets and their host states: Clarksville-Hopkinsville, TN-KY; Davenport-Rock Island-Moline, IA-IL; Duluth-Superior, MN-WI; Fargo-Moorhead, ND-MN; Huntington-Ashland, WV-KY; Parkersburg-Marietta, WV-OH; Steubenville-Weirton, OH-WV; and Texarkana, TX-AR.

The area name appears in boldface type, component counties in lightface type.

Abilene, TX — Callahan, Jones, Taylor*

Akron, OH — Portage, Summit*

Albany, GA — Dougherty*, Lee

Albany - Schenectady - Troy, NY — Albany*, Montgomery, Rensselaer*, Saratoga, Schenectady*

Albuquerque, NM — Bernalillo*, Sandoval

Alexandria, LA — Grant, Rapides*

Allentown - Bethlehem - Easton, PA — **New Jersey Portion** — Warren **Pennsylvania Portion** — Carbon, Lehigh*, Northampton*

Altoona, PA — Blair

Amarillo, TX — Potter*, Randall

Anaheim - Santa Ana - Garden Grove, CA — Orange

Anchorage, AK — Anchorage

Anderson, IN — Madison

Anderson, SC — Anderson

Ann Arbor, MI — Washtenaw

Anniston, AL — Calhoun

Appleton - Oshkosh, WI — Calumet, Outagamie*, Winnebago*

Asbury Park, NJ (See Long Branch - Asbury Park)

Asheville, NC — Buncombe*, Madison

Ashland, KY (See Huntington - Ashland)

Athens, GA — Clarke*, Jackson, Madison, Oconee

Atlanta, GA — Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Walton

Atlantic City, NJ — Atlantic

Auburn, ME (See Lewiston - Auburn)

Augusta, GA — **Georgia Portion** — Columbia, Richmond* **South Carolina Portion** — Aiken

Austin, TX — Hays, Travis*, Williamson*

Bakersfield, CA — Kern

Baltimore, MD — Anne Arundel, Baltimore, Baltimore City*, Carroll, Harford, Howard

Bangor, ME — Penobscot

Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge

Battle Creek, MI — Barry, Calhoun*

Bay City, MI — Bay

Beaumont - Port Arthur - Orange, TX — Hardin, Jefferson*, Orange*

Bellingham, WA — Whatcom

Beloit, WI (See Janesville - Beloit)

Benton Harbor, MI — Berrien

Bethlehem, PA (See Allentown - Bethlehem - Easton)

Billings, MT — Yellowstone

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

Biloxi - Gulfport, MS — Hancock, Harrison*, Stone

Binghamton, NY —
New York Portion — Broome*, Tioga
Pennsylvania Portion — Susquehanna

Birmingham, AL — Jefferson*, St. Clair, Shelby, Walker

Bismarck, ND — Burleigh*, Morton

Bloomington, IN — Monroe

Bloomington - Normal, IL — McLean

Boca Raton, FL (See West Palm Beach - Boca Raton)

Boise, ID — Ada

Boston - Lowell - Brockton - Lawrence - Haverhill, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*

Boulder, CO (See Denver - Boulder)

Bradenton, FL — Manatee

Bremerton, WA — Kitsap

Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield

Bridgeton, NJ (See Vineland - Millville - Bridgeton)

Bristol, CT (See Hartford - New Britain - Bristol)

Bristol, TN (See Johnson City - Kingsport - Bristol)

Brockton, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Brownsville - Harlingen - San Benito, TX — Cameron

Bryan - College Station, TX — Brazos

Buffalo, NY — Erie*, Niagara

Burlington, NC — Alamance

Burlington, VT — Chittenden

Canton, OH — Carroll, Stark*

Cape Coral, FL — (See Fort Myers - Cape Coral)

Casper, WY — Natrona

Cedar Falls, IA (See Waterloo - Cedar Falls)

Cedar Rapids, IA — Linn

Champaign - Urbana - Rantoul, IL — Champaign

Charleston, WV — Kanawha*, Putnam

Charleston - North Charleston, SC — Berkeley, Charleston*, Dorchester

Charlotte - Gastonia, NC — Gaston*, Mecklenburg*, Union

Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene

Chattanooga, TN —
Georgia Portion — Catoosa, Dade, Walker
Tennessee Portion — Hamilton*, Marion, Sequatchie

Chicago, IL — Cook*, DuPage, Kane, Lake, McHenry, Will

Chicago - Gary - Kenosha Consolidated Area — Metro Areas: Chicago, Gary - Hammond - East Chicago, Kenosha

Chico, CA — Butte

Chicopee, MA (See Springfield - Chicopee - Holyoke)

Cincinnati, OH —
Indiana Portion — Dearborn
Kentucky Portion — Boone, Campbell, Kenton
Ohio Portion — Clermont, Hamilton*, Warren

Cincinnati - Hamilton Consolidated Area — Metro Areas: Cincinnati, Hamilton - Middletown

Clarksville - Hopkinsville, TN - KY —
Kentucky Portion — Christian*
Tennessee Portion — Montgomery*

Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

Cleveland - Akron - Lorain Consolidated Area — Metro Areas: Cleveland, Akron, Lorain - Elyria

Clifton, NJ (See Paterson - Clifton - Passaic)

Cocoa, FL (See Melbourne - Titusville - Cocoa)

College Station, TX (See Bryan - College Station)

Colonial Heights, VA (See Petersburg - Colonial Heights - Hopewell)

Colorado Springs, CO — El Paso*, Teller

Columbia, MO — Boone

Columbia, SC — Lexington, Richland*

Columbus, GA —
Alabama Portion — Russell
Georgia Portion — Chattahoochee, Muscogee*

Columbus, OH — Delaware, Fairfield, Franklin*, Madison, Pickaway

Concord, NC (See Salisbury - Concord)

Corpus Christi, TX — Nueces*, San Patricio

Cumberland, MD —
Maryland Portion — Allegany*
West Virginia Portion — Moneral

Dallas - Fort Worth, TX — Collin, Dallas*, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant*, Wise

Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Danville, VA — Danville*, Pittsylvania

Davenport - Rock Island - Moline, IL - IA —
Illinois Portion — Henry, Rock Island*
Iowa Portion — Scott*

Dayton, OH — Greene, Miami, Montgomery*, Preble

Dayton - Springfield Consolidated Area — Metro Areas: Dayton, Springfield

Daytona Beach, FL — Volusia

Decatur, IL — Macon

Denison, TX (See Sherman - Denison)

Denver - Boulder, CO — Adams, Arapahoe, Boulder*, Denver*, Douglas, Gilpin, Jefferson

Des Moines, IA — Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne*

Detroit - Ann Arbor Consolidated Area — Metro Areas: Detroit, Ann Arbor

Dubuque, IA — Dubuque

Duluth - Superior, MN - WI
Minnesota Portion — St. Louis*
Wisconsin Portion — Douglas*

Durham, NC (See Raleigh - Durham)

East Chicago, IN (See Gary - Hammond - East Chicago)

East Lansing, MI (See Lansing - East Lansing)

Easton, PA (See Allentown - Bethlehem - Easton)

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Pharr - Edinburg)

Elkhart, IN — Elkhart

Elmira, NY — Chemung

El Paso, TX — El Paso

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Evansville, IN —
Indiana Portion — Gibson, Posey, Vanderburgh*, Warrick
Kentucky Portion — Henderson

Everett, WA (See Seattle - Everett)

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River)

Fargo - Moorhead, ND - MN —
Minnesota Portion — Clay*
North Dakota Portion — Cass*

Fayetteville, NC — Cumberland

Fayetteville - Springdale, AR — Benton, Washington*

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee*, Shiawassee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins, CO — Larimer

Fort Lauderdale - Hollywood, FL — Broward

Fort Myers - Cape Coral, FL — Lee

Fort Smith, AR —
Arkansas Portion — Crawford, Sebastian*
Oklahoma Portion — Le Flore, Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Adams, Allen*, De Kalb, Wells

Fort Worth, TX (See Dallas - Fort Worth)

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua

Galveston - Texas City, TX — Galveston

Garden Grove, CA (See Anaheim - Santa Ana - Garden Grove)

Gary - Hammond - East Chicago, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia)

Glens Falls, NY — Warren*, Washington

Grand Forks, ND —
Minnesota Portion — Polk
North Dakota Portion — Grand Forks*

Grand Rapids, MI — Kent*, Ottawa

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston - Salem - High Point, NC — Davidson, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond - East Chicago)

Hampton, VA (See Newport News - Hampton)

Harlingen, TX (See Brownsville - Harlingen - San Benito)

Harrisburg, PA — Cumberland, Dauphin*, Perry

Hartford - New Britain - Bristol, CT — Hartford*, Middlesex, Tolland

Haverhill, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Hazleton, PA (See Northeast Pennsylvania)

Hickory, NC — Alexander, Catawba*

High Point, NC (See Greensboro - Winston - Salem - High Point)

Hollywood, FL (See Fort Lauderdale - Hollywood)

Holyoke, MA (See Springfield - Chicopee - Holyoke)

Honolulu, HA — Honolulu

Hopewell, VA (See Petersburg - Colonial Heights - Hopewell)

Hopkinsville, TN (See Clarksville - Hopkinsville)

Houston, TX — Brazoria, Fort Bend, Harris*, Liberty, Montgomery, Waller

Houston - Galveston Consolidated Area — Metro Areas: Houston, Galveston - Texas City

Huntington - Ashland, WV - KY —
Kentucky Portion — Boyd*, Greenup
Ohio Portion — Lawrence

Ohio Portion — Lawrence
West Virginia Portion — Cabell*, Wayne

Huntsville, AL — Limestone, Madison*, Marshall

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

Indianapolis - Anderson Consolidated Area — Metro Areas: Indianapolis, Anderson

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Rankin

Jacksonville, FL — Baker, Clay, Duval*, Nassau, St. Johns

Jacksonville, NC — Onslow

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN-VA —
Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
Virginia Portion — Bristol,* Scott, Washington

Johnstown, PA — Cambria*, Somerset

Joplin, MO — Jasper*, Newton

Kalamazoo - Portage, MI — Kalamazoo*, Van Buren

Kankakee, IL — Kankakee

Kansas City, MO —
Kansas Portion — Johnson, Wyandotte
Missouri Portion — Cass, Clay, Jackson*, Platte, Ray

Kennewick, WA (See Richland - Kennewick - Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Knox*, Union

Kokomo, IN — Howard*, Tipton

La Crosse WI — La Crosse

Lafayette, LA — Lafayette

Lafayette - West Lafayette, IN — Tippecanoe

Lake Charles, LA — Calcasieu

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*, Ionia

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize, Putnam, VanWert

Lincoln, NB — Lancaster

Little Rock - North Little Rock, AR — Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Long Branch - Asbury Park, NJ — Monmouth

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH - - Lorain

Los Angeles - Long Beach, CA — Los Angeles

Los Angeles - Long Beach - Anaheim Consolidated Area — Metro Areas: Los Angeles - Long Beach, Anaheim - Santa Ana - Garden Grove, Oxnard - Simi Valley - Ventura, Riverside - San Bernardino - Ontario

Louisville, KY —
Indiana Portion — Clark, Floyd
Kentucky Portion — Bullitt, Jefferson*, Oldham

Lowell, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Appomattox, Campbell, Lynchburg*

McAllen - Pharr - Edinburg, TX — Hidalgo

Macon, GA — Bibb*, Houston, Jones, Twiggs

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Marshall, TX (See Longview - Marshall)

Medford, OR — Jackson

Melbourne - Titusville - Cocoa, FL — Brevard

Memphis, TN —
Arkansas Portion — Crittenden
Mississippi Portion — DeSoto
Tennessee Portion — Shelby*, Tipton

Meriden, CT (See New Haven - West Haven - Waterbury - Meriden)

Miami, FL — Dade

Miami - Fort Lauderdale Consolidated Area — Metro Areas: Miami, Fort Lauderdale - Hollywood

Middletown, NY (See Newburgh - Middletown)

Middletown, OH (See Hamilton - Middletown)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

Milwaukee - Racine Consolidated Area — Metro Areas: Milwaukee, Racine

Minneapolis - St. Paul, MN —
Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Ramsey*, Scott, Washington, Wright
Wisconsin Portion — St. Croix

Mobile, AL — Baldwin, Mobile*

Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauga, Elmore, Montgomery*

Moorhead, MN (See Fargo - Moorhead)

Moss Point, MS (See Pascagoula - Moss Point)

Muncie, IN — Delaware

Muskegon - Norton Shores - Muskegon Heights, MI — Muskegon*, Oceana

Napa, CA (See Vallejo - Fairfield - Napa)

Nashua, NH (See Manchester - Nashua)

Nashville - Davidson, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk (no central city)

Newark, NJ — Essex*, Morris, Somerset, Union

Newark, OH — Licking

New Bedford - Fall River, MA — Bristol

New Britain, CT (See Hartford - New Britain - Bristol)

New Brunswick - Perth Amboy - Sayreville, NJ — Middlesex

Newburgh - Middletown, NY — Orange

New Haven - West Haven - Waterbury - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Tammany

Newport News - Hampton, VA — Gloucester, Hampton*, James City, Newport News*, Poquoson, Williamsburg, York

New York, NY —
New Jersey Portion — Bergen
New York Portion — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

New York - Newark - Jersey City - Bridgeport Consolidated Area — Metro Areas: New York, Newark (NJ), Jersey City, Bridgeport - Stamford - Norwalk - Danbury, Long Branch - Asbury Park, Nassau - Suffolk, New Brunswick - Perth Amboy - Sayreville, Paterson - Clifton - Passaic

Norfolk - Virginia Beach - Portsmouth, VA —
North Carolina Portion — Currituck
Virginia Portion — Chesapeake, Norfolk*, Portsmouth*, Suffolk, Virginia Beach*

Normal, IL (see Bloomington - Normal)

North Charleston, SC (See Charleston - North Charleston)

North Little Rock, AR (See Little Rock - North Little Rock)

Northeast Pennsylvania — Lackawanna*, Luzerne*, Monroe

Norton Shores, MI (See Muskegon - Norton Shores - Muskegon Heights)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — (See San Francisco - Oakland)

Ocala, FL — Marion

Odessa, TX — Ector

Ogden, UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, McClain, Oklahoma*, Pottawatomie

Olympia, WA — Thurston

Omaha, NB —
Iowa Portion — Pottawatamie
Nebraska Portion — Douglas*, Sarpy

Ontario, CA (See Riverside - San Bernardino - Ontario)

Orange, TX (See Beaumont - Port Arthur - Orange)

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh)

Owensboro, KY — Daviess

Oxnard - Simi Valley - Ventura, CA — Ventura

Panama City, FL — Bay

Parkersburg - Marietta, WV - OH —
Ohio Portion — Washington*
West Virginia Portion — Wirt, Wood*

Pascagoula - Moss Point, MS — Jackson

Pasco, WA (See Richland - Kennewick - Pasco)

Paterson - Clifton - Passaic, NJ — Passaic

Pawtucket, RI (See Providence - Warwick - Pawtucket)

Pensacola, FL — Escambia*, Santa Rosa

Peoria, IL — Peoria*, Tazewell, Woodford

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

Perth Amboy, NJ (See New Brunswick - Perth Amboy - Sayreville)

Petersburg - Colonial Heights - Hopewell, VA — Colonial Heights*, Dinwiddie, Hopewell*, Petersburg*, Prince George

Pharr, TX (See McAllen - Pharr - Edinburg)

Philadelphia, PA —
New Jersey Portion — Burlington, Camden, Gloucester
Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

Philadelphia - Wilmington - Trenton Consolidated Area — Metro Areas: Philadelphia, Wilmington (DE), Trenton

Phoenix, AZ — Maricopa

Pine Bluff, AR — Jefferson

Pittsburgh, PA — Allegheny*, Beaver, Washington, Westmoreland

Pittsfield, MA — Berkshire

Portage, MI (See Kalamazoo - Portage)

Port Arthur, TX (See Beaumont - Port Arthur - Orange)

Portland, ME — Cumberland*, Sagadahoc

Portland, OR —
Oregon Portion — Clackamas, Multnomah*, Washington
Washington Portion — Clark

Portsmouth, VA (See Norfolk - Virginia Beach - Portsmouth)

Portsmouth - Dover - Rochester, NH —
Maine Portion — York
New Hampshire Portion — Rockingham*, Strafford*

Poughkeepsie, NY — Dutchess

Providence - Warwick - Pawtucket, RI — Bristol, Kent* Providence*, Washington

Provo - Orem, UT — Utah

Pueblo, CO — Pueblo

Racine, WI — Racine

Raleigh - Durham, NC — Durham*, Orange, Wake*

Rantoul, IL (See Champaign - Urbana - Rantoul)

Reading, PA — Berks

Redding, CA — Shasta

Reno, NV — Washoe

Richland - Kennewick - Pasco, WA — Benton*, Franklin*

Richmond, VA — Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, Richmond City*

Riverside - San Bernardino - Ontario, CA — Riverside*, San Bernardino*

Roanoke VA — Botetourt, Craig, Roanoke, Roanoke City*, Salem

Rochester, MN — Olmsted

Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne

Rockford, IL — Boone, Winnebago*

Rock Hill, SC — York

Rock Island, IL (See Davenport - Rock Island - Moline)

Rome, NY (See Utica - Rome)

Sacramento, CA — Placer, Sacramento*, Yolo

Saginaw, MI — Saginaw

St. Cloud, MN — Benton, Sherburne, Stearns*

St. Joseph, MO — Andrew, Buchanan*

St. Louis, MO —
Illinois Portion — Clinton, Madison, Monroe, St. Clair
Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City*

St. Paul, MN (See Minneapolis - St. Paul)

St. Petersburg, FL (See Tampa - St. Petersburg)

Salem, OR — Marion*, Polk

Salinas - Seaside - Monterey, CA — Monterey

Salisbury - Concord, NC — Cabarrus*, Rowan*

Salt Lake City - Ogden, UT — Davis, Salt Lake*, Tooele, Weber*

San Angelo, TX — Tom Green

San Antonio, TX — Bexar*, Comal, Guadalupe

San Benito, TX (See Brownsville - Harlingen - San Benito)

San Bernardino, CA (See Riverside - San Bernardino - Ontario)

San Diego, CA — San Diego

San Francisco - Oakland, CA — Alameda*, Contra Costa, Marin, San Francisco*, San Mateo

San Francisco - Oakland - San Jose Consolidated Area — Metro Areas: San Francisco - Oakland, San Jose, Santa Rosa, Vallejo - Fairfield - Napa

San Jose, CA — Santa Clara

Santa Ana, CA (See Anaheim - Santa Ana - Garden Grove)

Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara

Santa Cruz, CA — Santa Cruz

Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)

Santa Rosa, CA — Sonoma

Sarasota, FL — Sarasota

Savannah, GA — Bryan, Chatham*, Effingham

Sayreville, NJ (See New Brunswick - Perth Amboy - Sayreville)

Schnectady, NY (See Albany - Schenectady - Troy)

Scranton, PA (See Northeast Pennsylvania)

Seaside, CA (See Salinas - Seaside - Monterey)

Seattle - Everett, WA — King*, Snohomish

Seattle - Tacoma Consolidated Area — Metro Areas: Seattle - Everett, Tacoma

Sharon, PA — Mercer

Sheboygan, Wi — Sheboygan

Sherman - Denison, TX — Grayson

Shreveport, LA — Bossier, Caddo*, Webster

Simi Valley, CA (See Oxnard - Simi Valley - Ventura)

Sioux City, IA —
Iowa Portion — Woodbury*
Nebraska Portion — Dakota

Sioux Falls, SD — Minnehaha

South Bend, IN — Marshall, St. Joseph*

Spartanburg, SC (See Greenville - Spartanburg)

Spokane, WA — Spokane

Springdale, AR (See Fayetteville - Springdale)

Springfield, IL — Menard, Sangamon*

Springfield, MO — Christian, Greene*

Springfield, OH — Champaign, Clark*

Springfield, OR (See Eugene - Springfield)

Springfield - Chicopee - Holyoke, MA — Hampden*, Hampshire

Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)

State College, PA — Centre

Steubenville - Weirton, OH - WV —
Ohio Portion — Jefferson*
West Virginia Portion — Brooke, Hancock*

Stockton, CA — San Joaquin

Superior, WI (See Duluth - Superior)

Syracuse, NY — Madison, Onondaga*, Oswego

Tacoma, WA — Pierce

Tallahassee, FL — Leon*, Wakulla*

Tampa - St. Petersburg, FL — Hillsborough*, Pasco, Pinellas*

Temple, TX (See Killeen - Temple)

Terre Haute, IN — Clay, Sullivan, Vermillion, Vigo*

Texarkana, TX - AR —
Arkansas Portion — Little River, Miller*
Texas Portion — Bowie*

Texas City, TX (See Galveston - Texas City)

Titusville, FL (See Melbourne - Titusville - Cocoa)

Toledo, OH —
Michigan Portion — Monroe
Ohio Portion — Fulton, Lucas*, Ottawa, Wood

Topeka, KS — Jefferson, Osage, Shawnee*

Trenton, NJ — Mercer

Troy, NY (See Albany - Schenectacy - Troy)

Tucson, AZ — Pima

Tulsa, OK — Creek, Mays, Osage, Rogers, Tulsa*, Wagoner

Tuscaloosa, AL — Tuscaloosa

Tyler, TX — Smith

Urbana, IL (See Champaign - Urbana - Rantoul)

Utica - Rome, NY — Herkimer, Oneida*

Vallejo - Fairfield - Napa, CA — Napa*, Solano*

Ventura, CA (See Oxnard - Simi Valley - Ventura)

Victoria, TX — Victoria

Vineland - Millville - Bridgeton, NJ — Cumberland

Virginia Beach, VA (See Norfolk - Virginia Beach - Portsmouth)

Visalia - Tulare - Porterville, CA — Tulare

Waco, TX — McLennan

Warren, OH (See Youngstown - Warren)

Warwick, RI (See Providence - Warwick - Pawtucket)

Washington, DC —
District of Columbia Portion — District of Columbia*
Maryland Portion — Charles, Montgomery, Prince Georges
Virginia Portion — Alexandria, Arlington, Fairfax, Fairfax City, Falls Church, Loudoun, Manassas, Manassas Park, Prince William

Waterbury, CT (See New Haven - West Haven - Waterbury - Meriden)

Waterloo - Cedar Falls, IA — Black Hawk

Wausau, Wi — Marathon

Weirton, OH (See Steubenville - Weirton)

West Haven, CT (See New Haven - West Haven - Waterbury - Meriden)

West Lafayette, IN (See Lafayette - West Lafayette)

West Palm Beach - Boca Raton, FL — Palm Beach

Wheeling, WV —
Ohio Portion — Belmont
West Virginia Portion — Marshall, Ohio*

Wichita, KS — Butler, Sedgwick*

Wichita, Falls, TX — Clay, Wichita*

Wilkes-Barre, PA (See Northeast Pennsylvania)

Williamsport, PA — Lycoming

Wilmington, DE —
Delaware Portion — New Castle*
Maryland Portion — Cecil
New Jersey Portion — Salem

Wilmington, NC — Brunswick, New Hanover*

Winston - Salem, NC (See Greensboro - Winston - Salem - High Point)

Winter Haven, FL (See Lakeland - Winter Haven)

Worcester - Fitchburg - Leominster, MA — Worcester

Yakima, WA — Yakima

York, PA — Adams, York*

Youngstown - Warren, OH — Mahoning*, Trumbull*

Yuba City, CA — Sutter*, Yuba

ALABAMA

ALA. ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**117.8**	**.0515**	**28.0**	**17.2**	**15.4**	**16.2**	**23.0**	**40.2**	**437,076**	**123,730**	**36,544**	**55,023**	**18,471**	**72,481**	**13,917**
Calhoun	117.8	.0515	28.0	17.2	15.4	16.2	23.0	40.2	437,076	123,730	36,544	55,023	18,471	72,481	13,917
• Anniston	29.4	.0129	32.6	10.6	12.8	17.0	30.0	11.1	284,113	85,176	17,880	28,773	10,108	64,291	8,668
SUBURBAN TOTAL	88.4	.0386	26.8	19.3	16.3	16.0	20.6	29.1	152,963	38,554	18,664	26,250	8,363	8,190	5,249
BIRMINGHAM	**853.1**	**.3733**	**31.0**	**12.3**	**15.6**	**17.1**	**26.7**	**308.9**	**3,791,865**	**861,430**	**278,362**	**509,848**	**182,574**	**724,505**	**128,008**
Jefferson	672.9	.2945	31.4	12.3	15.4	17.3	27.1	247.6	3,259,079	696,643	254,641	487,002	164,984	606,019	107,634
• Birmingham	283.0	.1239	32.3	13.1	14.4	16.1	30.0	110.1	1,516,043	252,782	134,769	203,875	97,630	340,738	44,149
St. Clair	42.2	.0184	30.0	11.6	15.8	15.8	26.3	14.3	91,394	32,114	4,364	5,008	1,591	23,085	3,687
Shelby	68.5	.0300	28.0	13.6	18.0	17.3	20.0	22.7	189,076	67,532	8,178	5,244	5,554	33,587	7,236
Walker	69.5	.0304	31.4	11.5	14.8	15.9	28.8	24.3	252,316	65,141	11,179	12,594	10,445	61,814	9,451
SUBURBAN TOTAL	570.1	.2494	30.4	11.9	16.1	17.5	25.1	198.8	2,275,822	608,648	143,593	305,973	84,944	383,767	83,859
FLORENCE	**136.2**	**.0596**	**30.8**	**12.6**	**16.3**	**17.4**	**25.8**	**48.3**	**531,363**	**141,069**	**30,845**	**81,764**	**22,326**	**91,234**	**13,105**
Colbert	54.8	.0240	31.0	11.8	16.4	17.6	25.9	19.5	265,810	72,652	14,746	39,193	5,965	40,106	5,099
Lauderdale	81.4	.0356	30.7	13.2	16.4	17.2	25.7	28.8	265,553	68,417	16,099	42,571	16,361	51,128	8,006
• Florence	37.2	.0163	30.6	14.8	14.9	17.9	25.6	13.5	231,140	56,381	15,047	42,347	15,465	42,747	5,771
SUBURBAN TOTAL	99.0	.0433	30.9	11.8	17.0	17.2	25.8	34.8	300,223	84,688	15,798	39,417	6,861	48,487	7,334
GADSDEN	**103.6**	**.0453**	**32.3**	**11.8**	**14.7**	**17.3**	**28.7**	**37.4**	**399,815**	**87,905**	**28,574**	**66,439**	**21,084**	**61,912**	**12,295**
Etowah	103.6	.0453	32.3	11.8	14.7	17.3	28.7	37.4	399,815	87,905	28,574	66,439	21,084	61,912	12,295
• Gadsden	46.9	.0205	32.8	12.1	14.2	16.6	30.4	17.6	315,653	59,032	21,003	55,346	17,555	58,553	10,384
SUBURBAN TOTAL	56.7	.0248	31.8	11.6	15.1	17.9	27.3	19.8	84,162	28,873	7,571	11,093	3,529	3,359	1,911
HUNTSVILLE	**310.1**	**.1357**	**28.9**	**13.3**	**19.3**	**18.7**	**19.5**	**107.9**	**1,207,001**	**280,104**	**93,575**	**162,717**	**48,413**	**237,091**	**30,584**
Limestone	46.3	.0202	29.4	13.0	17.4	16.5	23.7	15.6	122,399	40,120	5,283	9,084	5,265	18,141	4,608
Madison	197.4	.0864	28.2	13.9	20.8	19.7	16.1	68.3	791,272	152,005	75,940	132,764	34,383	130,006	19,707
• Huntsville	142.6	.0624	28.8	11.6	21.7	21.2	15.4	51.3	746,775	136,143	72,426	132,108	32,879	126,328	18,983
Marshall	66.4	.0291	31.3	11.4	16.4	17.1	26.9	24.0	293,330	87,979	12,352	20,869	8,765	88,944	6,269
SUBURBAN TOTAL	167.5	.0733	29.0	14.6	17.5	16.6	23.0	56.6	460,226	143,961	21,149	30,609	15,534	110,563	11,601
MOBILE	**447.8**	**.1959**	**28.5**	**12.4**	**15.7**	**16.2**	**23.6**	**153.4**	**1,794,542**	**398,228**	**126,334**	**302,428**	**77,624**	**286,707**	**66,143**
Baldwin	79.9	.0349	30.4	11.0	14.7	15.7	27.5	27.5	293,772	79,721	18,391	19,669	11,436	38,370	10,113
Mobile	367.9	.1610	28.1	12.7	15.9	16.3	22.8	125.9	1,500,770	318,507	107,943	282,759	66,188	248,337	56,030
• Mobile	200.8	.0879	28.9	12.7	15.6	16.2	24.3	71.7	1,118,908	170,031	84,103	263,172	55,974	228,797	35,612
Prichard	39.3	.0172	25.8	14.2	14.9	14.1	22.2	12.6	65,762	16,103	2,930	2,850	3,590	3,983	1,364
SUBURBAN TOTAL	247.0	.1080	28.2	12.1	15.8	16.2	23.1	81.7	675,634	228,197	42,231	39,256	21,650	57,910	30,531

ALABAMA'S SECOND LARGEST...

MOBILE

After Birmingham... MOBILE RANKS FIRST in Alabama in:

POPULATION	447,800
HOUSEHOLDS	153,400
EBI	$2,900,411,000
TOTAL RETAIL SALES	$1,794,542,000

Source: © 1981 Survey of Buying Power

Press Register

represented by Newhouse Newspapers

ALA. (cont.) SMSA ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MONTGOMERY	**276.0**	**.1209**	**29.3**	**12.5**	**15.8**	**16.6**	**24.4**	**94.9**	**1,109,296**	**222,708**	**93,635**	**187,397**	**42,241**	**186,671**	**26,736**
Autauga	32.8	.0144	28.3	10.7	17.6	16.5	21.7	10.5	80,055	22,594	5,804	9,461	1,150	13,390	3,371
Elmore	44.1	.0193	30.2	11.9	15.0	15.2	27.6	14.4	88,851	36,196	2,667	3,018	4,827	9,554	3,550
Montgomery	199.1	.0872	29.3	12.9	15.7	16.9	24.1	70.0	940,390	163,918	85,164	174,918	36,264	163,727	19,815
• Montgomery	180.9	0792	30.2	12.8	14.6	17.5	25.5	64.4	897,638	155,919	83,393	174,424	27,112	162,205	19,815
SUBURBAN TOTAL	95.1	.0417	27.9	12.0	18.3	14.8	22.2	30.5	211,658	66,789	10,242	12,973	15,129	24,466	6,921
TUSCALOOSA	**139.3**	**.0609**	**27.3**	**18.8**	**15.2**	**15.6**	**22.8**	**48.0**	**514,485**	**111,643**	**40,722**	**80,933**	**21,392**	**77,109**	**15,570**
Tuscaloosa	139.3	.0609	27.3	18.8	15.2	15.6	22.8	48.0	514,485	111,643	40,722	80,933	21,392	77,109	15,570
• Tuscaloosa	75.9	0332	26.7	23.3	14.6	14.7	23.2	26.0	369,957	59,873	34,790	46,942	18,178	61,710	11,358
SUBURBAN TOTAL	63.4	.0277	28.0	13.4	15.7	16.7	22.4	22.0	144,528	51,770	5,932	33,991	3,214	15,399	4,212
OTHER COUNTIES															
Barbour	24.9	.0109	30.5	12.0	12.7	14.9	29.4	8.5	69,821	20,183	3,127	8,208	2,392	11,752	3,165
Bibb	15.8	.0069	30.6	11.4	14.3	14.3	29.4	5.3	27,790	9,043	1,537	1,391	618	8,640	1,055
Blount	37.2	.0163	32.2	11.2	16.0	16.2	29.3	13.0	74,027	18,584	5,840	2,462	2,391	17,322	2,305
Bullock	10.5	.0046	28.7	10.9	11.7	12.2	30.3	3.5	27,842	10,026	475	2,916	419	2,349	631
Butler	21.6	.0095	32.1	11.0	12.4	14.2	32.2	7.5	65,556	25,327	3,363	4,519	2,560	4,996	2,786
Chambers	39.3	.0172	32.3	11.4	14.0	15.4	30.9	13.7	111,603	39,666	6,763	8,336	4,181	12,573	4,743
Cherokee	19.0	.0083	32.1	12.2	15.7	16.6	28.8	6.6	54,179	18,387	1,746	2,120	518	10,539	2,190
Chilton	31.0	.0136	32.1	11.4	14.4	15.4	30.4	11.0	76,754	30,989	3,242	2,292	3,729	10,573	3,175
Choctaw	16.8	.0074	28.8	11.8	15.1	14.2	26.5	5.5	41,480	12,730	5,865	1,519	809	6,268	934
Clarke	27.7	.0121	28.8	11.1	15.4	14.2	26.3	9.0	105,332	32,849	5,376	9,204	6,549	15,748	4,175
Clay	13.8	.0060	33.0	10.6	14.1	14.4	32.7	4.8	28,096	9,713	1,380	1,828	448	3,546	1,150
Cleburne	12.7	.0056	31.6	11.6	17.2	15.9	28.3	4.5	22,980	6,413	1,770	1,436	90	6,221	1,550
Coffee	38.7	.0169	28.9	14.1	16.8	15.9	23.8	13.6	143,378	33,771	5,422	11,122	7,060	36,493	4,679
Conecuh	15.9	.0069	32.4	10.7	11.6	13.3	33.6	5.5	27,248	10,556	290	1,393	107	4,038	580
Coosa	11.4	.0050	32.2	11.6	13.9	15.8	30.3	4.0	7,289	2,626	133	45	28	327	355
Covington	37.1	.0163	34.3	10.3	13.4	15.9	33.2	14.0	125,924	41,596	5,199	9,006	5,452	20,432	5,398
Crenshaw	14.2	.0062	34.2	11.1	12.2	14.2	34.8	5.1	26,929	9,163	551	1,298	627	4,665	865
Cullman	63.2	.0276	31.5	12.3	15.8	16.5	27.9	22.5	230,703	67,070	9,101	10,519	9,985	39,666	6,001
Dale	47.5	.0208	22.9	27.3	15.2	12.7	14.1	15.2	93,689	30,885	7,652	6,205	1,282	11,017	2,069
Dallas	53.7	.0235	26.5	12.9	14.3	13.6	24.3	17.7	192,478	53,179	9,317	20,309	10,451	32,295	6,158
De Kalb	54.5	.0239	32.6	11.2	14.9	16.0	30.4	19.7	151,694	41,672	3,964	5,024	7,939	43,759	6,462
Escambia	38.6	.0169	29.7	11.6	16.1	15.6	25.9	12.8	121,499	32,839	5,733	14,486	6,661	16,826	5,205
Fayette	19.0	.0083	33.9	10.8	14.8	15.5	33.0	6.8	56,823	20,856	1,413	2,497	1,580	9,593	2,273
Franklin	28.6	.0126	32.1	11.5	15.5	16.5	28.9	10.4	94,044	24,173	3,339	4,835	4,231	20,627	3,368

Alabama's third largest market

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	853,100	$8,304,029,000	$3,791,865,000
2	MOBILE	447,800	2,900,411,000	1,794,542,000
3	HUNTSVILLE	310,100	2,249,416,000	1,207,001,000
4	MONTGOMERY	276,000	1,985,682,000	1,109,296,000

Source:©1981 Survey of Buying Power

Huntsville

Huntsville Times & News

Represented by Newhouse Newspapers.

ALA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Geneva	24.4	.0106	32.7	11.5	14.8	15.5	31.2	8.7
Greene	11.0	.0048	30.4	9.7	10.6	12.2	33.0	3.5
Hale	15.6	.0069	30.0	10.0	10.3	13.4	31.4	4.9
Henry	15.4	.0067	31.3	11.8	12.4	14.5	30.9	5.4
Houston	76.0	.0333	29.5	11.5	16.4	16.6	24.3	26.9
Jackson	52.3	.0229	30.0	11.9	16.2	15.8	26.1	18.2
Lamar	16.6	.0072	33.3	11.1	14.9	15.3	32.1	5.9
Lawrence	30.3	.0133	28.8	12.6	16.7	15.2	24.5	10.0
Lee	77.4	.0339	24.5	25.1	16.5	13.5	18.2	27.8
Lowndes	13.3	.0059	24.0	11.9	11.5	11.3	25.5	3.8
Macon	27.0	.0118	27.1	18.2	12.0	12.5	28.0	8.4
Marengo	25.1	.0110	29.3	10.3	13.2	14.2	28.3	8.2
Marion	30.5	.0133	32.5	11.7	15.6	15.9	30.2	11.0
Monroe	22.8	.0099	29.4	10.7	13.5	14.1	28.4	7.4
Morgan	91.1	.0398	29.6	12.1	18.3	17.4	22.6	32.0
Perry	15.0	.0066	29.0	13.0	11.3	12.5	30.7	4.6
Pickens	21.6	.0095	31.7	10.2	13.4	14.6	30.9	7.1
Pike	28.3	.0124	27.7	18.9	12.6	13.0	27.8	9.7
Randolph	20.2	.0088	33.8	10.3	13.1	15.5	32.8	7.1
☐ Russell	47.5	.0208	28.3	13.0	15.4	16.1	23.7	16.5
Sumter	16.9	.0074	26.8	14.8	10.5	11.7	29.7	5.3
Talladega	74.3	.0325	28.6	12.1	14.5	15.8	25.0	24.5
Tallapoosa	38.9	.0171	31.7	11.6	14.5	15.8	29.4	13.5
Washington	16.9	.0074	27.6	12.3	16.1	13.9	24.2	5.4
Wilcox	14.6	.0064	26.3	11.5	11.1	12.3	28.1	4.4
Winston	22.3	.0098	30.9	11.6	16.6	16.4	26.9	7.9
TOTAL METRO COUNTIES	**2,431.4**	**1.0639**	**29.7**	**13.1**	**16.0**	**16.9**	**24.6**	**855.5**
TOTAL STATE	**3,921.9**	**1.7164**	**29.7**	**13.1**	**15.6**	**16.2**	**25.5**	**1,367.3**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Geneva	53,361	22,967	740	1,196	1,449	7,545	1,886
Greene	23,131	6,488	888	1,242	288	5,527	632
Hale	22,150	9,879	374	1,404	172	4,167	699
Henry	37,921	12,445	1,298	2,603	1,282	3,049	997
Houston	372,915	78,397	25,114	71,328	22,198	73,101	7,144
Jackson	52.3	.0229	30.0	11.9	16.2	15.8	26.1	18.2	159,066	51,326	6,724	16,657	8,123	29,338	4,667
Lamar	16.6	.0072	33.3	11.1	14.9	15.3	32.1	5.9	39,140	14,653	728	2,067	1,193	6,374	1,839
Lawrence	30.3	.0133	28.8	12.6	16.7	15.2	24.5	10.0	44,190	18,737	1,158	1,516	2,272	3,890	2,107
Lee	77.4	.0339	24.5	25.1	16.5	13.5	18.2	27.8	280,464	60,207	20,980	44,982	12,075	54,847	7,312
Lowndes	13.3	.0059	24.0	11.9	11.5	11.3	25.5	3.8	24,034	8,192	779	1,573	88	2,638	316
Macon	27.0	.0118	27.1	18.2	12.0	12.5	28.0	8.4	42,357	16,404	2,367	1,009	1,307	4,521	2,682
Marengo	25.1	.0110	29.3	10.3	13.2	14.2	28.3	8.2	71,383	26,188	2,342	6,107	3,144	8,755	2,073
Marion	30.5	.0133	32.5	11.7	15.6	15.9	30.2	11.0	67,189	22,621	3,421	3,537	2,780	11,232	5,060
Monroe	22.8	.0099	29.4	10.7	13.5	14.1	28.4	7.4	52,046	16,639	1,804	5,867	1,878	6,668	1,930
Morgan	91.1	.0398	29.6	12.1	18.3	17.4	22.6	32.0	298,937	66,392	20,609	26,382	17,964	58,215	9,811
Perry	15.0	.0066	29.0	13.0	11.3	12.5	30.7	4.6	23,610	7,664	839	1,344	604	3,774	1,074
Pickens	21.6	.0095	31.7	10.2	13.4	14.6	30.9	7.1	47,672	22,219	864	2,635	1,742	6,547	1,273
Pike	28.3	.0124	27.7	18.9	12.6	13.0	27.8	9.7	88,458	26,045	6,055	8,220	1,776	18,499	3,048
Randolph	20.2	.0088	33.8	10.3	13.1	15.5	32.8	7.1	44,831	14,116	1,289	4,013	1,577	8,221	2,158
☐ Russell	47.5	.0208	28.3	13.0	15.4	16.1	23.7	16.5	112,170	34,485	8,433	12,617	1,807	13,443	4,619
Sumter	16.9	.0074	26.8	14.8	10.5	11.7	29.7	5.3	39,719	11,957	1,348	3,338	1,297	3,660	1,232
Talladega	74.3	.0325	28.6	12.1	14.5	15.8	25.0	24.5	208,932	72,777	13,656	21,421	7,559	32,882	10,940
Tallapoosa	38.9	.0171	31.7	11.6	14.5	15.8	29.4	13.5	113,968	40,859	5,163	10,113	6,418	16,409	4,281
Washington	16.9	.0074	27.6	12.3	16.1	13.9	24.2	5.4	23,246	7,521	792	928	510	2,976	979
Wilcox	14.6	.0064	26.3	11.5	11.1	12.3	28.1	4.4	25,521	9,085	937	1,996	358	3,080	569
Winston	22.3	.0098	30.9	11.6	16.6	16.4	26.9	7.9	67,763	20,521	1,946	5,914	1,919	11,420	1,933
TOTAL METRO COUNTIES	**2,431.4**	**1.0639**	**29.7**	**13.1**	**16.0**	**16.9**	**24.6**	**855.5**	**9,897,613**	**2,261,302**	**737,024**	**1,459,166**	**435,932**	**1,751,153**	**310,977**
TOTAL STATE	**3,921.9**	**1.7164**	**29.7**	**13.1**	**15.6**	**16.2**	**25.5**	**1,367.3**	**14,146,775**	**3,527,897**	**951,837**	**1,845,528**	**616,012**	**2,488,753**	**458,891**

ALA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANNISTON	**661,963**	**13,989**	**6.7**	**19.5**	**30.1**	**16.0**	**.0422**
Calhoun	661,963	13,989	6.7	19.5	30.1	16.0	.0422
• Anniston	174,600	12,675	7.2	17.4	24.4	17.8	.0162
SUBURBAN TOTAL	487,363	14,407	6.6	20.3	32.3	15.3	.0260
BIRMINGHAM	**6,304,029**	**17,660**	**5.3**	**13.4**	**28.3**	**29.4**	**.3663**
Jefferson	5,228,183	18,360	5.1	12.8	28.5	31.2	.3043
• Birmingham	1,958,678	15,467	6.4	15.0	28.5	22.9	.1258
St. Clair	206,321	12,838	7.2	20.1	27.4	13.9	.0123
Shelby	449,207	16,579	5.3	14.7	28.3	26.6	.0242
Walker	420,318	14,989	6.2	13.6	27.3	22.8	.0255

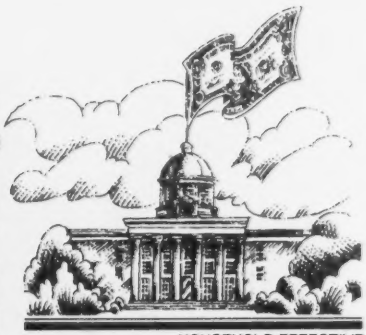
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	4,345,351	18,994	4.8	12.4	28.0	33.1	.2405
FLORENCE	**803,223**	**14,887**	**5.8**	**16.1**	**29.9**	**19.6**	**.0505**
Colbert	336,752	15,707	5.5	15.1	30.8	21.4	.0223
Lauderdale	466,471	14,397	6.1	16.6	29.4	18.5	.0282
• Florence	239,595	15,442	5.7	15.8	28.4	23.0	.0170
SUBURBAN TOTAL	563,628	14,687	5.9	16.1	30.5	18.4	.0335
GADSDEN	**573,780**	**13,898**	**6.5**	**16.4**	**30.1**	**16.1**	**.0374**
Etowah	573,780	13,898	6.5	16.4	30.1	16.1	.0374
• Gadsden	274,259	13,769	6.9	16.3	28.2	17.6	.0215
SUBURBAN TOTAL	299,521	14,000	6.0	16.7	31.8	14.9	.0159

MONTGOMERY. FIRST IN HOUSEHOLD SPENDABLE INCOME AND ALABAMA'S FASTEST GROWING METRO AREA.

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL



METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	$19,567
BIRMINGHAM	$19,409
MOBILE	$17,488

Rep: Branham

Source: 1980 Sales and Marketing Management

ALA. (cont.) — $ EFFECTIVE BUYING INCOME 1980 — S&MM ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
HUNTSVILLE	**2,249,416**	**18,404**	**5.3**	**14.1**	**26.7**	**32.7**	**.1263**
Limestone	298,426	16,253	6.1	14.0	26.4	27.2	.0160
Madison	1,499,330	19,924	5.1	13.9	26.5	36.4	.0830
• Huntsville	1,180,369	21,634	4.4	12.6	27.0	40.6	.0682
Marshall	451,660	15,981	5.9	14.7	27.2	25.8	.0273
SUBURBAN TOTAL	1,069,047	15,680	6.3	15.4	26.4	25.6	.0581
MOBILE	**2,900,411**	**16,394**	**6.0**	**14.9**	**28.6**	**25.8**	**.1749**
Baldwin	514,247	16,318	6.5	14.7	27.6	26.4	.0303
Mobile	2,386,164	16,409	5.8	15.0	28.9	25.7	.1446
• Mobile	1,455,166	16,932	5.5	14.1	26.5	29.2	0925
Prichard	183,900	12,858	8.3	18.4	29.4	12.9	0106
SUBURBAN TOTAL	1,445,245	15,981	6.4	15.7	30.3	22.8	.0824
MONTGOMERY	**1,985,682**	**17,592**	**5.5**	**13.2**	**24.5**	**32.3**	**.1132**
Autauga	240,653	21,024	3.4	10.1	25.3	39.8	.0120
Elmore	256,414	15,152	6.4	14.0	25.6	24.8	.0136
Montgomery	1,488,615	17,600	5.7	13.5	24.1	32.8	.0876
• Montgomery	1,313,178	16,825	6.1	14.0	24.4	30.6	0799
SUBURBAN TOTAL	672,504	19,238	4.4	11.4	24.7	35.8	.0333

S&MM ESTIMATES — $ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
TUSCALOOSA	**993,956**	**16,978**	**5.4**	**13.4**	**23.7**	**31.1**	**.0556**
Tuscaloosa	993,956	16,978	5.4	13.4	23.7	31.1	.0556
• Tuscaloosa	582,004	16,920	5.6	12.9	20.8	33.5	0342
SUBURBAN TOTAL	411,952	17,033	5.1	14.0	27.1	28.3	.0214
OTHER COUNTIES							
Barbour	121,053	10,321	7.3	14.7	19.5	16.8	.0076
Bibb	67,282	10,617	8.0	18.2	23.7	10.2	.0041
Blount	208,921	14,374	6.5	16.2	28.4	19.5	.0114
Bullock	47,797	9,176	7.9	13.1	17.9	15.8	.0031
Butler	99,727	10,617	8.2	17.2	22.9	12.4	.0066
Chambers	247,428	16,207	5.8	14.9	26.9	26.7	.0137
Cherokee	81,206	11,152	8.8	23.1	25.8	6.4	.0056
Chilton	160,590	12,000	7.4	17.4	24.3	15.1	.0095
Choctaw	76,033	10,754	7.3	14.9	22.6	15.1	.0048
Clarke	142,721	12,946	6.9	15.7	23.5	20.1	.0097
Clay	63,420	11,450	8.0	19.6	23.3	12.0	.0038
Cleburne	65,001	13,422	6.6	19.0	30.2	13.6	.0036
Coffee	216,314	13,568	6.9	19.5	26.9	17.5	.0139

The Birmingham News / Birmingham Post-Herald

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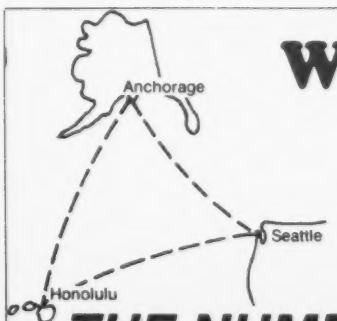
Source: Belden Continuing Market Study. Survey Period: Mar.-Dec. 1980. **Base:** 594,000 adults, age 18 and over, living in the Birmingham SMSA.

ALA. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980							ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Conecuh	70,996	9,375	7.6	15.7	19.8	12.2	.0042	Lowndes	50,996	9,160	9.1	14.7	17.5	14.2	.0034
Coosa	64,031	13,814	7.3	18.9	30.9	14.7	.0030	Macon	123,207	9,423	8.3	15.2	18.5	14.0	.0071
Covington	188,369	11,233	8.1	17.9	25.0	11.5	.0124	Marengo	107,722	9,591	7.5	13.5	19.5	15.5	.0075
Crenshaw	63,149	9,130	7.9	16.5	20.3	9.9	.0037	Marion	168,193	13,434	6.4	18.8	28.0	15.7	.0095
Cullman	356,743	13,724	6.9	17.7	27.4	18.1	.0225	Monroe	108,912	11,000	7.8	16.0	21.7	16.1	.0066
Dale	254,531	13,116	8.3	24.9	30.7	10.2	.0142	Morgan	627,046	17,745	4.7	12.7	29.6	28.7	.0346
Dallas	246,506	10,747	7.6	16.1	21.7	14.6	.0175	Perry	58,094	8,943	8.8	14.1	19.7	11.8	.0036
De Kalb	284,047	12,163	6.9	17.0	24.9	15.1	.0173	Pickens	102,792	11,480	7.8	16.5	21.2	17.9	.0062
Escambia	216,260	14,184	7.0	14.9	26.7	20.9	.0131	Pike	148,746	11,079	7.7	15.2	22.1	16.4	.0094
Fayette	109,425	13,314	6.8	17.5	25.9	18.2	.0063	Randolph	101,975	12,331	6.5	17.2	25.9	14.8	.0060
Franklin	169,882	14,272	6.2	14.8	27.3	20.4	.0101	Russell	241,400	12,333	7.2	18.0	25.5	15.0	.0142
Geneva	119,437	11,448	7.5	18.2	24.2	12.5	.0072	Sumter	64,527	7,862	8.7	14.0	15.8	10.9	.0045
Greene	47,963	8,076	8.9	10.8	14.8	15.9	.0029	Talladega	425,438	15,165	6.4	16.6	27.0	23.6	.0247
Hale	52,931	7,482	8.1	14.4	15.8	9.1	.0036	Tallapoosa	208,552	13,252	7.5	18.4	28.8	15.3	.0127
Henry	71,467	10,708	8.0	16.5	22.9	13.1	.0045	Washington	67,259	10,747	7.6	19.2	25.6	7.8	.0040
Houston	553,378	17,395	5.3	12.5	25.7	31.0	.0335	Wilcox	46,861	7,093	8.2	12.5	16.6	8.5	.0034
Jackson	273,907	13,093	7.1	17.5	28.2	15.3	.0171	Winston	115,165	12,456	7.3	21.3	25.8	13.7	.0073
Lamar	82,502	11,589	5.9	14.5	24.9	15.0	.0048								
Lawrence	165,516	14,584	6.0	15.3	29.2	19.5	.0086	**TOTAL METRO COUNTIES**	**16,713,860**	**16,775**	**5.7**	**14.4**	**27.6**	**27.6**	**.9806**
Lee	498,896	14,851	6.3	16.5	27.0	22.6	.0293	**TOTAL STATE**	**24,726,774**	**15,238**	**6.1**	**15.2**	**26.8**	**23.9**	**1.4643**

ALASKA

ALASKA ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANCHORAGE	**177.5**	**.0777**	**26.3**	**15.1**	**24.6**	**19.4**	**9.1**	**62.7**	**1,156,435**	**283,733**	**169,240**	**176,516**	**39,170**	**132,462**	**67,820**
Anchorage	177.5	.0777	26.3	15.1	24.6	19.4	9.1	62.7	1,156,435	283,733	169,240	176,516	39,170	132,462	67,820
• Anchorage	177.5	.0777	26.3	15.1	24.6	19.4	9.1	62.7	1,156,435	283,733	169,240	176,516	39,170	132,462	67,820
OTHER COUNTIES															
Aleutian Islands	7.8	.0034	23.7	36.6	22.3	11.9	8.9	1.6	8,615	141	3,736	4,180	30		
Bethel	11.1	.0048	23.7	13.0	19.7	15.2	12.8	2.8	22,754	9,149	2,450	7,510		773	
Bristol Bay	1.1	.0005	26.0	26.5	23.1	14.5	14.7	.3	2,798	743	1,802				
Dillingham	4.7	.0021	25.0	12.6	20.4	15.9	13.6	1.3	7,100	3,604	932	1,305		92	
Fairbanks North Star	55.0	.0240	24.1	21.7	23.2	15.3	8.6	18.9	429,322	91,956	79,559	33,759	14,503	46,636	19,638
Haines	1.7	.0008	27.4	7.9	13.9	20.2	19.3	.6	5,563	1,401	1,002	91		72	
Juneau	20.1	.0088	29.6	11.1	22.8	19.9	17.8	7.3	86,826	25,581	14,142	1,714	2,070	6,993	3,193
Kenai Peninsula	26.2	.0115	28.2	10.5	23.0	20.8	13.6	9.0	154,461	51,590	16,416	8,346	1,511	14,698	6,176
Ketchikan Gateway	11.4	.0049	29.5	11.3	21.8	17.6	20.3	4.1	66,344	18,054	13,693	3,340	2,828	3,949	3,738
Kobuk	4.9	.0022	22.1	12.1	16.5	15.2	13.4	1.2	10,846	1,466	1,855	5,650		142	
Kodiak Island	10.0	.0044	25.2	20.0	23.1	15.0	12.2	3.1	52,990	18,516	5,228	172	1,412	4,185	1,349
Matanuska - Susitna	18.8	.0082	29.1	8.5	17.2	20.6	19.3	6.1	57,840	16,592	6,514	9,456	306	4,811	1,734
Nome	6.6	.0029	24.1	13.2	17.7	15.7	14.9	1.8	25,706	7,788	3,846	4,608	47	297	264
North Slope	4.3	.0019	24.0	16.7	19.6	13.9	14.2	1.0	45,755	90	38,031	7,525	26		
Prince of Wales - Outer Ketchikan	3.8	.0016	29.2	11.4	28.0	17.6	16.1	1.1	5,078	1,979	1,661	563	39		
Sitka	8.0	.0035	29.0	11.7	22.9	18.7	17.4	2.5	33,877	8,803	4,830	2,638	1,796	1,868	2,112
Skagway - Yakutat - Angoon	3.6	.0016	27.4	9.1	15.3	16.5	21.8	1.1	9,940	3,359	2,577	815	36	36	



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ALASKA (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Southeast Fairbanks	5.9	.0026	24.1	22.0	21.8	15.1	10.2	1.8	10,270	3,870	1,393	350	38	187	
Valdez - Cordova	8.6	.0037	30.8	10.8	18.9	22.1	19.9	2.8	48,376	16,827	10,913	1,289	83	565	1,490
Wade Hampton	4.7	.0021	20.9	16.1	15.9	15.5	9.3	1.0	9,775	6,208	1,467	1,082		122	
Wrangell - Petersburg	6.3	.0028	29.0	11.3	20.7	18.1	19.5	2.1	22,140	10,984	3,260	1,154	37	64	310
Yukon - Koyukuk	8.1	.0035	27.9	14.2	25.2	18.1	14.0	2.4	22,296	7,377	4,339	328	49	241	
TOTAL METRO COUNTIES	**177.5**	**.0777**	**26.3**	**15.1**	**24.6**	**19.4**	**9.1**	**62.7**	**1,156,435**	**283,733**	**169,240**	**176,516**	**39,170**	**132,462**	**67,820**
TOTAL STATE	**410.2**	**.1795**	**26.3**	**15.3**	**22.9**	**18.2**	**11.8**	**136.6**	**2,295,107**	**589,811**	**392,886**	**272,391**	**63,981**	**218,193**	**107,824**

ALASKA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANCHORAGE	**1,849,807**	**25,816**	**3.2**	**11.3**	**24.6**	**52.1**	**.1024**
Anchorage	1,849,807	25,816	3.2	11.3	24.6	52.1	.1024
• Anchorage	1,849,807	25,816	3.2	11.3	24.6	52.1	1024
OTHER COUNTIES							
Aleutian Islands	63,818	15,468	7.4	24.1	36.2	16.0	.0027
Bethel	36,794	7,096	6.6	11.8	14.2	13.3	.0027
Bristol Bay	11,428	20,077	3.7	10.3	40.0	24.0	.0005
Dillingham	21,360	13,828	5.8	19.8	22.0	23.1	.0013
Fairbanks North Star	831,470	34,358	1.5	6.8	20.3	66.2	.0410
Haines	11,269	18,182	4.0	20.0	41.7	20.5	.0008
Juneau	226,799	27,266	2.6	8.8	22.2	56.6	.0106
Kenai Peninsula	255,306	25,019	2.8	9.6	24.3	50.0	.0141
Ketchikan Gateway	110,886	26,068	3.0	7.9	22.5	53.6	.0061
Kobuk	25,822	16,349	6.4	16.9	25.8	28.6	.0015

ALASKA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Kodiak Island	102,361	27,457	3.3	11.3	21.1	55.5	.0053
Matanuska - Susitna	115,672	16,990	6.0	12.3	26.0	27.6	.0067
Nome	42,371	17,389	5.3	14.6	18.5	36.3	.0025
North Slope	19,416	15,737	4.4	11.1	31.1	21.7	.0023
Prince of Wales - Outer Ketchikan	24,183	16,345	5.8	17.5	35.1	21.3	.0012
Sitka	69,929	27,225	3.5	6.9	24.5	56.3	.0036
Skagway - Yakutat - Angoon	15,626	12,763	4.6	14.2	30.4	13.6	.0012
Southeast Fairbanks	69,227	29,429	3.7	8.7	19.2	59.2	.0028
Valdez - Cordova	119,464	29,821	2.8	7.9	17.1	57.0	.0055
Wade Hampton	12,898	6,954	11.6	16.6	10.8	4.6	.0010
Wrangell - Petersburg	50,867	22,560	2.5	9.4	28.9	41.6	.0027
Yukon - Koyukuk	91,274	23,172	4.0	8.5	15.2	47.6	.0038
TOTAL METRO COUNTIES	**1,849,807**	**25,816**	**3.2**	**11.3**	**24.6**	**52.1**	**.1024**
TOTAL STATE	**4,178,047**	**24,990**	**3.3**	**10.6**	**23.6**	**49.9**	**.2223**

ARIZONA

ARIZ.

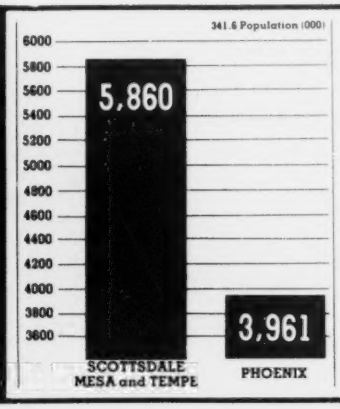
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,559.8**	**.6826**	**30.1**	**13.3**	**17.1**	**16.3**	**25.4**	**569.7**	**6,517,581**	**1,513,294**	**547,952**	**790,555**	**489,838**	**1,302,623**	**231,241**
Maricopa	1,559.8	.6826	30.1	13.3	17.1	16.3	25.4	569.7	6,517,581	1,513,294	547,952	790,555	489,838	1,302,623	231,241
Mesa	157.5	.0689	29.3	13.8	17.0	14.5	25.7	57.2	863,930	179,886	40,732	131,161	73,947	190,812	32,471
• Phoenix	778.9	.3409	30.5	12.5	17.7	16.5	25.4	293.7	3,143,767	687,828	328,696	406,093	247,870	603,544	118,193
Scottsdale	89.9	.0393	30.6	9.7	17.7	21.3	21.0	32.5	738,625	114,745	51,218	117,671	47,076	189,722	14,224
Tempe	110.7	.0484	24.4	25.5	21.4	14.1	12.3	36.9	562,842	160,943	64,518	45,876	44,554	122,849	10,398
SUBURBAN TOTAL	780.9	.3417	29.8	14.2	16.8	16.0	25.3	276.0	3,373,814	825,466	219,256	384,462	241,968	699,079	113,048

SCOTTSDALE TEMPE
the Golden Triangle
MESA
REPRESENTED NATIONALLY BY BRANHAM
What's in it for you?



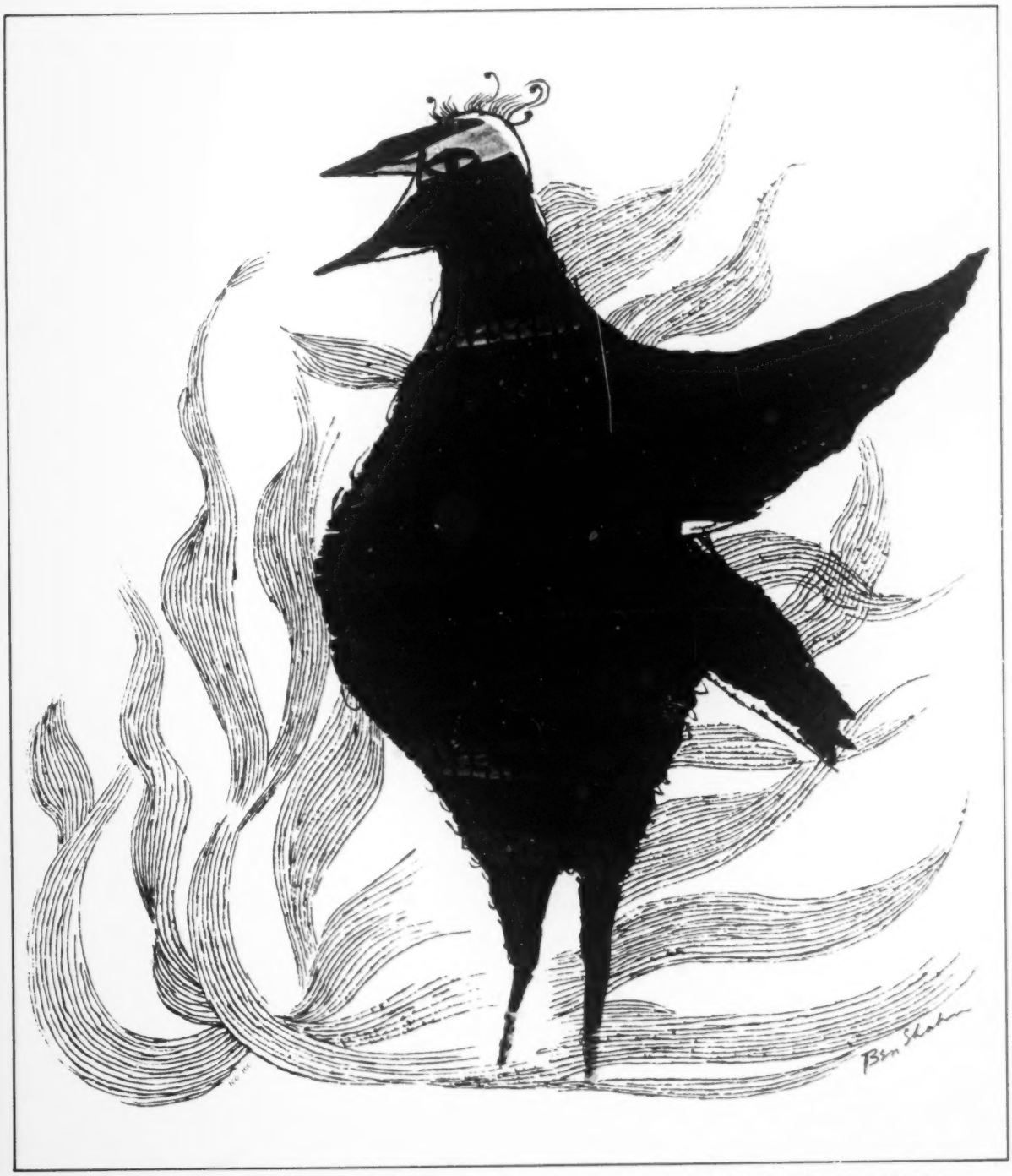
PER CAPITA RETAIL SALES COMPARISON

FOR SCOTTSDALE, MESA, and TEMPE vs. PHOENIX (ARIZONA)

SOURCE: SALES, MARKETING & MANAGEMENT ANNUAL

THE EAST VALLEY IS SERVED BEST BY THE SCOTTSDALE PROGRESS, MESA TRIBUNE and TEMPE DAILY NEWS

A rare bir



THE PHOENIX by prominent American artist, Ben Shahn (1882-1969). A hand-painted serigraph (1952) of the mythical bird that consumed itself on a pyre of spices and was reborn – just as the city of Phoenix grew out of the "ashes" of four ancient American Indian cities. It typifies the underlying social themes of Shahn's work – a reaffirmation of hope, love and compassion for the human condition. From the Collection of The Arizona Republic/The Phoenix Gazette.

d indeed.

Most people consider Phoenix an emerging market, when in fact it has already arrived.

Phoenix has been called the fastest-growing major market in the country.

Even so, the vitality of this metropolis has been underestimated.

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For instance, the Phoenix market ranks 26th in population—but it is 11th in retail sales per household. And in supermarket sales, only one other market spends more per household.

That's because Phoenix families have more to spend. One out of every three households reports an annual income of $25,000 or more.

Seven out of ten of these households are reached by an average daily issue of The Arizona Republic/The Phoenix Gazette.

Across the country, few major metro newspapers deliver comparable media dominance of such an upscale audience. And few major markets offer such a decidedly upscale audience to deliver.

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THE ARIZONA REPUBLIC/*The Phoenix Gazette*

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Sources: Scarborough Research, 1979; U.S. Census data, 1980; S&MM Survey of Buying Power, 1980.

ARIZ. (cont.)

■ ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
TUCSON	**549.5**	**.2405**	**30.2**	**14.4**	**16.1**	**15.5**	**26.9**	**204.7**
Pima	549.5	.2405	30.2	14.4	16.1	15.5	26.9	204.7
• Tucson	335.5	.1468	29.9	15.0	16.4	14.8	26.9	128.3
SUBURBAN TOTAL	214.0	.0937	30.8	13.5	15.8	16.5	26.8	76.4
OTHER COUNTIES								
Apache	53.7	.0235	20.5	11.7	15.8	12.4	14.4	13.2
Cochise	88.6	.0388	27.8	14.2	15.3	16.1	23.0	30.1
Coconino	76.9	.0336	23.5	21.2	16.5	13.8	15.1	22.8
Gila	37.7	.0165	30.3	11.1	15.9	15.2	27.3	13.2
Graham	23.4	.0103	26.9	13.8	14.7	13.9	24.1	6.8
Greenlee	11.5	.0050	28.5	10.9	15.5	17.2	22.8	3.7
Mohave	58.0	.0254	34.5	8.4	16.2	16.0	33.1	22.2
Navajo	69.4	.0304	24.2	11.0	16.7	13.9	18.2	19.0
Pinal	92.6	.0405	28.0	12.0	16.6	15.8	22.6	29.3
Santa Cruz	21.0	.0092	28.8	10.3	15.1	16.3	24.4	6.2
Yavapai	70.6	.0309	40.4	8.5	12.1	14.6	40.6	27.8
Yuma	92.9	.0406	28.0	14.2	15.4	15.8	23.3	30.9
TOTAL METRO COUNTIES	**2,109.3**	**.9231**	**30.2**	**13.6**	**16.9**	**16.1**	**25.7**	**774.4**
TOTAL STATE	**2,805.6**	**1.2278**	**29.6**	**13.4**	**16.6**	**15.8**	**25.3**	**999.6**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eatng & Drinking Places ($000)	General Mdse ($000)	Furniture / Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
TUCSON	**2,152,325**	**518,757**	**150,397**	**280,620**	**130,288**	**430,104**	**82,955**
Pima	2,153,325	518,757	150,397	280,620	130,288	430,104	82,955
• Tucson	1,691,189	375,381	108,857	267,297	117,714	416,672	58,134
SUBURBAN TOTAL	462,136	143,376	41,540	13,323	12,574	13,432	24,821
OTHER COUNTIES							
Apache	64,544	11,015	3,621	20,926	304	2,813	2,068
Cochise	220,724	58,847	12,990	24,332	11,070	44,711	9,919
Coconino	311,801	70,992	34,860	42,069	12,687	29,410	5,224
Gila	110,814	36,731	9,509	6,554	2,681	20,638	3,022
Graham	62,539	17,226	3,222	5,809	2,433	15,088	1,861
Greenlee	26,847	12,771	813	2,023	1,720	1,806	1,346
Mohave	219,509	65,522	13,861	5,865	6,670	29,257	6,675
Navajo	210,172	60,101	12,835	21,910	6,008	20,124	2,429
Pinal	188,404	69,563	11,912	10,147	3,811	28,704	8,899
Santa Cruz	106,204	26,200	6,935	17,520	7,196	8,125	4,566
Yavapai	236,987	78,049	21,052	14,234	9,540	22,359	11,465
Yuma	316,668	73,388	24,974	44,396	12,284	57,941	9,238
TOTAL METRO COUNTIES	**2,153,325**	**518,757**	**150,397**	**280,620**	**130,288**	**430,104**	**82,955**
TOTAL STATE	**10,746,119**	**2,612,556**	**854,933**	**1,286,960**	**696,530**	**2,013,703**	**380,908**

ARIZ.

■ ESTIMATES

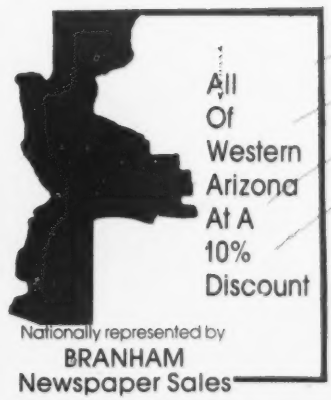
$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
PHOENIX	**12,235,244**	**18,890**	**5.4**	**14.4**	**29.8**	**32.2**	**.6762**
Maricopa	12,235,244	18,890	5.4	14.4	29.8	32.2	.6762
Mesa	1,175,833	18,696	5.3	15.0	32.0	30.1	.0730
• Phoenix	6,227,290	18,822	5.1	14.2	30.5	31.5	.3375
Scottsdale	881,840	25,485	3.0	8.8	26.8	51.6	.0551
Tempe	922,855	22,622	4.1	12.2	28.1	43.4	.0526
SUBURBAN TOTAL	6,007,954	18,968	5.6	14.8	28.8	33.1	.3387
TUCSON	**4,148,281**	**17,302**	**5.9**	**15.0**	**29.4**	**28.1**	**.2293**
Pima	4,148,281	17,302	5.9	15.0	29.4	28.1	.2293
• Tucson	2,420,177	16,371	6.2	16.2	30.0	24.7	.1486
SUBURBAN TOTAL	1,728,104	19,058	5.4	13.0	28.4	33.7	.0807
OTHER COUNTIES							
Apache	164,080	9,582	6.5	15.1	22.8	10.7	.0112

■ ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Cochise	517,777	14,733	6.4	18.7	31.1	17.9	.0288
Coconino	390,072	14,738	5.9	18.5	30.6	18.4	.0272
Gila	226,693	16,088	6.1	15.4	35.4	19.3	.0130
Graham	124,641	15,455	5.7	15.8	27.4	24.0	.0074
Greenlee	75,735	20,318	3.0	7.9	51.0	23.6	.0039
Mohave	341,255	14,075	6.7	19.6	33.4	13.0	.0213
Navajo	274,350	12,481	5.9	15.2	27.0	14.9	.0202
Pinal	477,651	14,354	6.6	18.2	31.9	15.7	.0272
Santa Cruz	106,525	14,126	7.4	18.2	26.8	20.6	.0080
Yavapai	419,843	13,132	6.9	17.5	27.6	15.8	.0251
Yuma	591,365	16,110	6.3	17.4	29.2	24.5	.0343
TOTAL METRO COUNTIES	**16,383,525**	**18,455**	**5.5**	**14.6**	**29.7**	**31.1**	**.9055**
TOTAL STATE	**20,093,512**	**17,433**	**5.7**	**15.2**	**29.7**	**28.1**	**1.1331**



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ARKANSAS

ARK. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**182.1**	**.0797**	**29.2**	**16.4**	**15.8**	**15.0**	**25.8**	**66.5**	**778,869**	**159,121**	**58,357**	**125,034**	**32,569**	**154,545**	**17,875**
Benton	80.8	.0354	32.2	11.3	14.9	15.4	30.4	29.8	275,950	65,580	22,825	28,659	12,893	59,628	4,581
Washington	101.3	.0443	27.1	20.5	16.5	14.7	22.2	36.7	502,919	93,541	35,532	96,375	19,676	94,917	13,294
• Fayetteville	37.0	0162	24.1	34.7	16.0	11.8	17.8	13.4	277,891	45,530	18,825	68,508	14,889	51,335	7,129
• Springdale	24.0	0105	29.6	11.1	18.8	16.5	23.5	8.8	184,058	33,715	13,880	27,098	4,574	38,787	5,126
SUBURBAN TOTAL	121.1	.0530	31.4	11.9	15.2	15.7	28.8	44.3	316,920	79,876	25,652	29,428	13,106	64,423	5,620
FORT SMITH	**206.3**	**.0902**	**31.3**	**10.8**	**15.7**	**16.1**	**28.1**	**74.8**	**928,018**	**202,449**	**63,112**	**121,365**	**39,357**	**205,186**	**24,781**
Crawford	37.8	.0165	31.2	10.2	15.5	16.0	28.1	12.9	115,167	32,050	8,913	9,965	3,223	18,875	2,923
Sebastian	95.9	.0420	31.0	11.3	16.4	16.7	26.8	36.4	627,520	104,633	42,436	95,788	31,693	147,645	16,667
• Fort Smith	71.8	0314	31.3	11.4	15.8	17.6	26.5	27.7	601,864	94,734	41,808	95,017	31,181	143,971	16,383
Le Flore, Okla.	*41.3*	*.0180*	*33.1*	*10.1*	*14.1*	*15.1*	*32.3*	*14.8*	*99,245*	*38,255*	*4,515*	*6,712*	*2,564*	*21,395*	*4,549*
Sequoyah, Okla.	*31.3*	*.0137*	*30.3*	*10.6*	*16.2*	*15.8*	*26.5*	*10.7*	*86,086*	*27,511*	*7,248*	*8,900*	*1,877*	*17,271*	*642*
SUBURBAN TOTAL	134.5	.0588	31.3	10.4	15.7	15.3	28.9	47.1	326,154	107,715	21,304	26,348	8,176	61,215	8,398
LITTLE ROCK - NORTH LITTLE ROCK	**398.6**	**.1745**	**29.0**	**12.4**	**17.5**	**17.2**	**22.3**	**145.1**	**1,791,305**	**331,934**	**126,480**	**316,115**	**74,566**	**391,083**	**65,964**
Pulaski	344.4	.1507	28.7	12.7	17.6	17.0	22.0	127.1	1,647,706	298,619	117,904	300,011	68,579	350,955	62,523
• Little Rock	160.0	0700	30.5	11.8	16.9	16.6	25.9	63.3	924,950	154,584	69,353	145,827	46,666	238,475	51,006
• North Little Rock	64.7	0283	30.5	11.1	17.2	17.5	24.8	24.7	460,977	86,211	33,267	121,203	10,127	43,325	9,099
Saline	54.2	.0238	30.5	10.7	16.8	18.6	23.9	18.0	143,599	33,315	8,576	16,104	5,987	40,128	3,441
SUBURBAN TOTAL	173.9	.0762	27.1	13.5	18.3	17.6	18.0	57.1	405,378	91,139	23,860	49,085	17,773	109,283	5,859
PINE BLUFF	**91.1**	**.0399**	**28.5**	**13.2**	**14.8**	**15.7**	**24.7**	**31.0**	**367,268**	**73,581**	**21,460**	**58,381**	**15,768**	**77,846**	**14,249**
Jefferson	91.1	.0399	28.5	13.2	14.8	15.7	24.7	31.0	367,268	73,581	21,460	58,381	15,768	77,846	14,249
• Pine Bluff	56.4	0247	29.3	13.7	14.1	16.3	25.7	20.2	346,834	65,728	20,547	58,024	15,740	77,671	13,761
SUBURBAN TOTAL	34.7	.0152	27.4	12.5	16.0	14.6	23.3	10.8	20,434	7,853	913	357	28	175	488
TEXARKANA	**128.2**	**.0561**	**31.2**	**11.7**	**15.7**	**16.1**	**28.0**	**46.4**	**557,047**	**144,534**	**37,774**	**69,028**	**17,178**	**112,512**	**14,880**
Little River	14.2	.0063	30.2	11.4	15.2	15.4	27.3	4.8	36,256	11,477	738	4,086	627	10,715	1,359
Miller	38.1	.0166	31.1	11.8	15.0	16.1	28.0	13.7	165,048	63,321	10,799	10,587	1,698	5,978	6,415
• Texarkana	21.4	0094	31.6	12.0	15.2	15.8	29.1	8.1	150,266	60,759	9,160	9,884	1,541	5,366	6,415
Bowie, Tex.	*75.9*	*.0332*	*31.5*	*11.7*	*16.0*	*16.3*	*28.1*	*27.9*	*355,743*	*69,736*	*26,237*	*54,355*	*14,853*	*95,819*	*7,106*
• *Texarkana*	*31.4*	*0137*	*33.0*	*12.6*	*14.0*	*15.1*	*32.1*	*12.2*	*277,039*	*40,953*	*20,646*	*53,324*	*13,664*	*86,741*	*5,246*
SUBURBAN TOTAL	75.4	.0330	30.5	11.2	16.7	16.6	25.8	26.1	129,742	42,822	7,968	5,820	1,973	20,405	3,219

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ARK. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Arkansas	24.2	.0106	31.2	10.6	14.1	16.2	28.4	9.0	100,064	25,462	4,555	10,356	3,454	17,166	4,227
Ashley	26.7	.0117	30.0	11.0	16.6	15.9	25.8	9.2	78,924	21,021	3,284	9,964	2,614	22,803	2,533
Baxter	28.3	.0124	44.3	7.5	11.3	13.5	44.9	11.6	108,765	28,318	8,395	12,032	5,590	16,202	2,480
Boone	26.7	.0116	34.5	9.3	14.6	16.2	33.1	10.1	139,469	26,778	6,360	13,427	7,341	39,495	3,435
Bradley	13.9	.0061	35.5	9.5	11.8	15.7	34.8	5.1	39,143	11,971	864	3,346	1,115	6,883	1,454
Calhoun	6.1	.0027	33.7	12.5	12.5	14.2	34.2	2.2	10,008	4,827	634	428	69	588	672
Carroll	16.5	.0072	38.8	8.8	12.9	15.2	38.6	6.6	52,752	14,579	3,883	7,368	1,106	4,767	1,717
Chicot	17.8	.0078	30.3	9.8	11.5	14.1	30.5	6.0	41,648	10,573	1,343	2,560	473	9,180	2,885
Clark	23.4	.0103	27.9	21.6	12.4	13.8	27.4	8.2	106,394	19,457	6,199	8,752	1,833	36,659	2,843
Clay	20.7	.0090	37.0	8.9	13.8	16.5	35.7	8.0	44,055	13,481	1,814	2,216	1,046	9,346	1,827
Cleburne	17.4	.0076	37.4	8.6	13.2	16.3	36.3	6.6	51,724	11,730	2,233	4,969	2,362	10,578	1,802
Cleveland	7.9	.0035	34.1	9.5	14.7	14.9	33.7	2.8	5,326	1,890	40	48	32	194	323
Columbia	26.7	.0117	31.9	13.9	13.8	15.4	30.3	9.6	88,377	24,609	4,631	11,854	2,807	15,147	2,264
Conway	19.7	.0086	31.5	10.6	14.2	15.9	29.2	6.9	72,614	14,019	3,359	7,310	1,829	20,402	1,653
Craighead	64.0	.0280	28.4	17.5	15.6	15.8	24.0	22.8	367,451	69,459	21,503	45,412	17,454	93,475	10,920
☐ Crittenden	49.1	.0215	27.1	11.9	16.2	15.4	21.8	15.8	215,357	44,217	8,235	12,870	4,247	54,400	7,348
Cross	20.4	.0090	28.2	11.6	14.7	14.6	25.4	6.7	69,996	19,054	3,351	8,811	1,625	16,401	2,557
Dallas	10.5	.0046	33.7	10.0	13.3	15.0	33.2	3.8	37,351	9,342	985	4,137	1,137	8,703	1,682
Desha	19.8	.0086	28.8	10.9	12.3	14.0	28.4	6.7	65,353	18,473	2,336	7,361	1,210	11,576	2,287
Drew	18.1	.0079	28.7	15.6	13.9	13.7	27.6	6.3	57,765	13,812	4,059	7,140	951	15,341	1,104
Faulkner	47.2	.0207	27.6	18.0	13.7	14.7	25.1	16.0	162,516	38,766	11,845	13,973	8,198	20,965	4,730
Franklin	14.9	.0065	34.2	9.8	13.6	15.3	33.6	5.3	34,379	7,401	2,551	556	733	10,258	1,611
Fulton	10.1	.0044	38.9	9.3	11.4	16.8	37.6	3.9	18,535	4,610	704	1,051	793	2,288	1,879
Garland	71.0	.0311	36.8	9.3	13.2	15.6	36.2	28.5	315,523	74,686	30,307	34,940	12,683	61,970	12,306
Grant	13.2	.0058	32.0	10.7	15.7	16.0	29.3	4.6	30,654	7,603	1,507	1,015	670	9,038	1,243
Greene	31.2	.0136	32.7	11.0	15.1	16.2	30.4	11.5	106,298	22,361	5,678	9,673	3,081	22,646	2,960
Hempstead	24.0	.0105	34.5	9.5	13.3	14.6	34.8	8.7	62,473	18,669	2,697	3,998	4,290	10,044	2,311
Hot Spring	27.2	.0119	32.5	11.3	14.3	17.2	29.3	9.9	76,872	18,416	2,443	10,851	2,924	17,866	2,114
Howard	13.6	.0060	34.8	8.8	13.9	15.0	34.7	4.9	47,876	14,079	2,169	4,581	1,274	12,220	2,208
Independence	30.7	.0134	33.8	10.8	14.7	17.2	31.0	11.1	133,364	27,800	6,953	17,996	3,421	39,900	4,164
Izard	11.0	.0049	40.0	8.3	13.1	15.7	39.5	4.4	21,978	3,226	584	4,027	261	5,107	1,021
Jackson	21.7	.0094	32.4	11.1	14.4	16.5	29.7	7.9	74,540	17,599	5,382	6,844	1,824	14,162	4,022
Johnson	17.7	.0078	35.5	11.5	13.0	14.5	36.0	6.5	54,860	11,481	3,212	6,265	1,239	19,134	2,007
Lafayette	10.2	.0044	32.6	10.2	13.5	13.8	32.9	3.6	14,584	4,003	574	658	237	3,641	777
Lawrence	18.6	.0082	33.1	11.7	13.3	15.1	32.4	6.9	59,672	16,452	2,154	6,889	1,833	15,354	1,303
Lee	15.2	.0066	27.5	11.3	12.0	14.1	27.0	4.9	30,484	10,960	1,505	1,742	427	5,829	1,332
Lincoln	13.3	.0058	29.4	13.8	16.0	14.8	26.2	3.9	19,464	6,145	1,252	1,516	132	4,862	600
Logan	20.3	.0088	35.6	9.4	12.9	14.8	35.9	7.1	68,101	22,192	4,438	4,708	4,077	17,366	1,641
Lonoke	35.1	.0154	29.6	10.3	15.0	15.3	26.7	11.7	97,098	23,076	2,599	4,202	2,457	29,481	3,587
Madison	11.5	.0050	34.7	9.6	13.0	16.1	33.6	4.2	27,895	6,469	962	1,664	383	9,903	1,704
Marion	11.7	.0052	42.0	7.9	11.3	15.1	41.9	4.4	17,576	6,221	921	229	361	2,882	586
Mississippi	59.2	.0259	27.1	12.5	14.9	15.0	23.3	19.9	205,085	43,924	10,297	29,958	5,547	54,875	6,475
Monroe	13.9	.0061	30.1	10.5	12.9	14.0	29.7	4.9	51,119	13,545	2,949	5,217	1,297	5,372	1,860
Montgomery	7.9	.0035	38.5	7.9	13.0	15.1	38.5	3.0	12,002	5,248	540	1,195	102	454	246
Nevada	11.2	.0049	36.0	9.4	11.7	13.7	37.3	4.0	28,250	6,619	725	1,170	1,734	5,737	1,207
Newton	7.9	.0034	32.7	10.5	13.2	16.1	30.9	2.8	4,971	2,975	324	99			121
Ouachita	30.5	.0134	32.7	10.8	13.2	16.8	30.2	11.3	110,357	28,082	5,262	13,871	3,686	23,634	1,806
Perry	7.4	.0032	32.4	9.0	14.2	14.7	31.5	2.6	5,780	2,031	384			920	195
Phillips	34.3	.0150	27.7	10.2	13.5	13.9	26.2	11.4	115,674	36,642	5,495	9,839	4,127	20,824	4,451
Pike	10.5	.0046	35.6	9.0	14.5	15.5	35.2	3.9	40,975	12,611	1,209	1,770	204	15,392	2,137
Poinsett	27.0	.0118	30.2	11.7	15.6	16.1	26.5	9.5	77,062	23,097	4,460	4,611	1,871	19,281	2,914
Polk	17.3	.0076	36.2	8.8	12.9	14.8	36.4	6.4	49,318	13,716	2,034	5,732	1,991	10,616	1,128
Pope	39.7	.0174	29.3	15.2	15.8	15.8	25.3	14.0	199,804	40,708	12,483	24,400	6,166	54,205	6,946
Prairie	10.1	.0044	32.8	9.9	14.8	15.9	30.9	3.7	30,643	5,397	683	676	496	10,992	828
Randolph	17.2	.0076	35.2	8.8	13.1	15.8	34.4	6.2	41,809	12,757	1,608	6,370	1,337	7,220	1,458
St. Francis	30.8	.0134	26.5	11.4	14.4	14.1	23.7	10.0	124,373	27,470	6,136	9,851	4,956	21,128	2,370
Scott	9.8	.0042	34.7	9.3	15.7	15.7	33.7	3.6	15,062	3,692	830	937	458	4,521	668
Searcy	8.9	.0039	36.5	9.9	11.8	16.4	35.1	3.3	21,155	6,024	409	1,060	367	3,508	1,912
Sevier	14.3	.0063	33.8	9.9	14.6	15.4	32.9	5.2	46,523	14,962	2,768	2,306	779	10,136	1,464
Sharp	15.1	.0066	40.3	8.4	10.9	14.6	40.5	5.9	42,950	15,728	2,792	5,440	1,230	6,461	115
Stone	9.2	.0040	35.0	8.8	12.7	16.6	33.3	3.4	25,244	7,624	850	1,600	798	4,509	417
Union	50.3	.0220	33.6	9.8	13.8	16.8	31.3	18.8	196,813	46,868	11,964	20,589	7,479	51,868	8,650
Van Buren	13.7	.0060	37.4	9.2	12.0	16.5	36.1	5.2	33,690	9,680	1,559	1,656	979	10,304	1,484
White	51.6	.0226	30.5	15.2	14.1	15.3	28.3	17.8	193,803	47,292	8,725	24,919	5,195	50,991	4,151
Woodruff	11.2	.0049	32.2	10.5	12.1	13.4	33.2	4.0	29,936	11,724	778	474	1,175	4,759	1,172

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

ARK. (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Yell	17.2	.0076	33.7	10.4	13.9	15.4	32.9	6.3	40,864	13,088	1,829	1,278	727	8,260	2,866
TOTAL METRO COUNTIES	**906.9**	**.3970**	**29.3**	**13.0**	**16.4**	**16.3**	**24.3**	**326.2**	**4,096,790**	**820,334**	**277,418**	**632,826**	**164,391**	**861,087**	**132,800**
TOTAL STATE	**2,311.3**	**1.0116**	**30.9**	**12.1**	**14.8**	**15.8**	**28.1**	**831.4**	**8,851,973**	**1,992,908**	**534,776**	**1,112,714**	**322,438**	**1,956,876**	**292,612**

ARK.

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**1,260,223**	**15,768**	**6.5**	**16.8**	**27.7**	**24.8**	**.0748**
Benton	523,530	14,802	6.6	18.0	28.1	21.2	.0301
Washington	736,693	16,599	6.3	15.9	27.5	27.8	.0447
• Fayetteville	304,337	17,022	6.5	15.9	23.8	32.0	.0203
• Springdale	186,918	18,612	5.5	14.8	31.5	30.9	.0130
SUBURBAN TOTAL	768,968	14,891	6.7	17.5	28.2	21.4	.0415
FORT SMITH	**1,274,782**	**14,037**	**7.0**	**17.6**	**26.2**	**20.4**	**.0820**
Crawford	207,289	13,974	7.0	18.3	29.7	16.4	.0127
Sebastian	726,998	16,709	6.3	16.4	28.1	27.7	.0479
• Fort Smith	589,282	17,791	6.0	15.2	27.4	31.1	.0412
Le Flore, Okla.	*208,009*	*10,787*	*8.2*	*17.2*	*21.5*	*14.1*	*.0124*
Sequoyah, Okla.	*132,486*	*10,583*	*7.6*	*20.7*	*22.4*	*9.4*	*.0090*
SUBURBAN TOTAL	685,500	12,266	7.6	18.9	25.5	14.1	.0408
LITTLE ROCK - NORTH LITTLE ROCK	**3,172,518**	**18,807**	**5.3**	**13.7**	**27.5**	**33.6**	**.1780**
Pulaski	2,851,885	19,261	5.3	13.4	26.3	35.3	.1598
• Little Rock	1,426,113	18,549	5.7	13.9	24.4	35.0	.0820
• North Little Rock	518,077	18,642	5.5	12.6	26.1	33.0	.0343
Saline	320,633	16,703	5.7	16.1	34.8	21.7	.0182
SUBURBAN TOTAL	1,228,328	19,092	4.8	14.1	31.4	32.3	.0617
PINE BLUFF	**638,388**	**16,700**	**5.7**	**12.5**	**23.7**	**30.4**	**.0370**
Jefferson	638,388	16,700	5.7	12.5	23.7	30.4	.0370
• Pine Bluff	426,868	17,608	5.6	12.0	23.5	32.8	.0275
SUBURBAN TOTAL	211,520	15,018	5.8	13.4	24.0	26.0	.0095
TEXARKANA	**769,102**	**14,534**	**6.2**	**16.1**	**29.0**	**19.4**	**.0496**
Little River	87,165	16,007	4.8	12.3	26.6	26.2	.0048
Miller	228,874	14,708	6.4	16.7	28.6	20.3	.0147
• Texarkana	139,561	15,120	6.0	16.4	28.2	22.2	.0104
Bowie, Tex.	*453,063*	*14,253*	*6.3*	*16.7*	*29.6*	*17.7*	*.0301*
• *Texarkana*	*193,330*	*12,987*	*7.6*	*16.9*	*26.4*	*16.8*	*.0167*
SUBURBAN TOTAL	436,211	15,050	5.6	15.7	30.5	19.7	.0225
OTHER COUNTIES							
Arkansas	179,175	16,256	5.2	13.7	26.9	27.1	.0102
Ashley	156,891	14,781	6.0	13.7	25.5	23.9	.0090
Baxter	176,723	11,737	8.7	18.4	22.1	16.8	.0108
Boone	161,278	12,549	7.1	16.4	25.4	16.3	.0111
Bradley	70,463	10,915	8.6	16.7	23.1	13.9	.0043
Calhoun	27,678	10,250	7.2	14.1	26.4	10.2	.0016
Carroll	87,591	10,621	9.1	19.3	22.5	10.8	.0056
Chicot	76,447	8,396	7.7	15.4	16.0	12.6	.0049
Clark	137,223	13,625	7.2	14.6	26.0	19.7	.0092
Clay	105,174	10,167	7.7	17.7	21.4	11.6	.0061
Cleburne	97,009	10,645	8.6	14.8	20.0	16.9	.0058
Cleveland	36,942	11,099	8.6	18.5	24.2	11.7	.0018
Columbia	168,710	13,438	7.2	14.5	23.9	21.9	.0098
Conway	97,566	11,699	7.1	16.6	25.5	14.0	.0066
Craighead	446,755	15,848	5.8	14.6	25.9	26.7	.0293
☐ Crittenden	277,495	13,117	5.9	11.9	21.7	24.0	.0186
Cross	120,884	14,316	6.3	13.7	24.0	24.2	.0073
Dallas	64,668	13,018	7.5	15.6	24.4	19.7	.0038

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Desha	126,663	13,423	6.5	13.6	21.3	24.5	.0073
Drew	97,962	11,202	8.7	15.5	22.3	16.9	.0061
Faulkner	280,055	14,302	7.3	18.1	27.2	20.3	.0168
Franklin	64,005	10,073	8.6	20.3	22.3	7.7	.0042
Fulton	38,852	7,101	8.3	16.8	14.6	5.5	.0026
Garland	441,206	12,291	7.2	17.1	23.3	17.7	.0281
Grant	74,817	14,095	7.0	18.1	29.8	16.8	.0042
Greene	187,454	13,021	7.3	16.9	25.2	18.3	.0112
Hempstead	143,324	12,721	6.8	16.7	22.4	20.5	.0080
Hot Spring	162,310	15,104	5.8	15.3	30.5	19.8	.0092
Howard	74,145	13,181	5.3	18.8	27.0	16.3	.0047
Independence	185,897	13,431	7.3	16.7	25.5	19.4	.0120
Izard	46,454	8,345	8.2	18.5	19.8	5.1	.0030
Jackson	130,385	12,718	8.0	17.7	21.9	20.6	.0077
Johnson	81,850	10,010	8.3	19.4	21.0	9.6	.0056
Lafayette	50,009	11,613	6.0	14.8	25.2	14.3	.0026
Lawrence	94,652	10,012	7.7	15.4	20.8	13.8	.0062
Lee	71,378	9,181	7.3	13.3	18.0	15.9	.0041
Lincoln	60,387	10,880	8.0	14.4	21.3	17.1	.0035
Logan	101,332	11,713	8.2	17.6	26.3	12.3	.0067
Lonoke	196,108	13,580	7.0	16.7	24.2	21.2	.0115
Madison	53,201	9,905	8.5	17.8	20.9	10.9	.0033
Marion	41,770	7,211	8.6	17.8	15.2	3.1	.0027
Mississippi	321,691	12,763	7.0	16.1	23.7	19.1	.0205
Monroe	65,191	9,284	7.8	14.5	19.1	13.8	.0046
Montgomery	46,913	12,402	8.7	14.6	23.7	19.3	.0024
Nevada	51,044	9,633	7.8	16.4	19.9	12.4	.0032
Newton	23,818	6,196	9.3	15.2	11.2	3.6	.0015
Ouachita	188,223	13,830	6.3	14.1	25.5	21.4	.0113
Perry	38,320	11,244	9.0	17.5	23.7	12.7	.0019
Phillips	155,296	9,237	6.8	12.7	19.1	15.7	.0109
Pike	51,553	10,827	8.2	20.2	22.3	11.2	.0036
Poinsett	142,065	11,601	8.6	16.8	23.1	16.4	.0087
Polk	86,434	11,909	6.7	18.8	25.9	12.2	.0054
Pope	248,123	14,842	6.8	16.7	28.1	21.4	.0165
Prairie	53,464	11,524	8.2	18.5	23.2	14.2	.0034
Randolph	82,150	10,199	7.6	18.3	20.4	12.1	.0050
St. Francis	134,179	10,282	6.3	15.2	23.7	12.0	.0103
Scott	37,615	8,635	11.1	19.2	20.0	3.4	.0022
Searcy	34,639	7,944	11.4	18.3	13.3	6.7	.0025
Sevier	77,959	13,031	7.0	15.5	27.1	16.6	.0049
Sharp	62,370	8,241	9.7	15.4	19.3	6.9	.0044
Stone	39,078	8,333	10.6	19.1	13.4	8.5	.0027
Union	357,738	15,819	6.0	13.8	24.5	27.4	.0203
Van Buren	68,950	10,031	9.2	18.3	9.8	12.0	.0041
White	271,999	12,115	7.4	16.6	24.2	16.6	.0182
Woodruff	57,369	10,016	8.0	14.3	20.0	15.7	.0034
Yell	81,947	11,032	8.2	19.6	23.7	8.4	.0052
TOTAL METRO COUNTIES	**6,598,950**	**17,026**	**5.8**	**14.7**	**27.1**	**29.0**	**.3885**
TOTAL STATE	**14,392,471**	**13,928**	**6.8**	**15.7**	**24.8**	**21.9**	**.8741**

What kinds of stores are 'Furniture/Furnish./Appliance'?

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

CALIFORNIA

CAL. ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA - GARDEN GROVE	**1,972.3**	**.8632**	**29.0**	**13.2**	**19.5**	**19.0**	**19.3**	**708.6**	**10,408,724**	**2,184,694**	**1,057,155**	**1,474,368**	**556,656**	**1,786,926**	**263,864**
Orange	1,972.3	.8632	29.0	13.2	19.5	19.0	19.3	708.6	10,408,724	2,184,694	1,057,155	1,474,368	556,656	1,786,926	263,864
• Anaheim	225.7	.0988	29.0	15.1	18.4	20.0	18.9	82.3	1,065,207	222,376	141,022	95,145	93,474	156,295	29,387
Buena Park	64.1	.0281	27.1	12.2	19.3	20.9	13.9	20.6	361,693	78,001	24,367	91,774	13,088	67,689	11,593
Costa Mesa	82.8	.0362	29.1	14.6	19.8	17.7	20.7	32.2	1,045,569	90,678	67,937	287,446	63,097	244,702	6,582
Fullerton	102.9	.0450	29.4	15.4	17.3	19.5	20.8	38.2	572,023	94,449	61,300	122,289	21,322	121,204	19,778
• Garden Grove	123.2	.0539	28.1	12.5	19.9	19.9	16.3	42.1	527,427	158,530	58,153	26,504	22,641	120,926	20,417
Huntington Beach	174.8	.0765	27.9	10.9	24.5	19.1	13.6	60.0	812,831	206,941	67,871	103,409	35,859	135,782	22,263
La Habra	45.4	.0199	29.2	13.5	16.9	21.4	18.8	16.4	255,047	40,672	20,185	28,878	12,885	88,429	5,288
Newport Beach	64.3	.0281	33.7	15.0	17.7	20.1	27.6	29.7	575,328	91,498	115,679	64,765	14,884	136,852	13,179
Orange	92.6	.0405	28.7	12.5	19.1	19.8	18.2	32.5	683,088	81,931	45,642	137,003	40,345	111,283	10,064
• Santa Ana	206.8	.0905	28.0	14.5	19.9	15.8	20.2	66.3	1,158,590	201,486	107,393	115,617	62,260	220,942	35,693
Westminster	71.8	.0314	27.4	11.0	21.5	19.1	14.6	24.0	610,813	97,865	37,755	150,117	57,755	98,067	5,725
SUBURBAN TOTAL	1,416.6	.6200	29.2	12.8	19.6	19.2	19.	517.9	7,657,500	1,602,302	750,587	1,237,102	378,281	1,288,763	178,367
BAKERSFIELD	**409.4**	**.1792**	**29.2**	**12.4**	**16.9**	**16.5**	**23.**	**143.4**	**1,785,640**	**476,461**	**158,448**	**173,740**	**80,975**	**276,025**	**77,578**
Kern	409.4	.1792	29.2	12.4	16.9	16.5	23.6	143.4	1,785,640	476,461	158,448	173,740	80,975	276,025	77,578
• Bakersfield	109.1	.0477	30.4	12.4	17.0	16.4	25.7	41.0	1,045,149	223,058	85,791	152,747	63,518	198,969	59,663
SUBURBAN TOTAL	300.3	.1315	28.7	12.4	17.0	16.5	22.8	102.4	740,491	253,403	72,657	20,993	17,457	77,056	17,915
CHICO	**147.2**	**.0644**	**32.2**	**15.7**	**14.3**	**14.0**	**32.1**	**58.9**	**601,706**	**169,923**	**56,382**	**53,441**	**33,648**	**86,334**	**22,700**
Butte	147.2	.0644	32.2	15.7	14.3	14.0	32.1	58.9	601,706	169,923	56,382	53,441	33,648	86,334	22,700
• Chico	27.1	.0119	23.8	31.5	11.1	12.3	21.4	10.1	257,122	63,918	29,423	9,647	18,911	40,343	9,120
SUBURBAN TOTAL	120.1	.0525	34.2	12.2	15.0	14.4	34.5	48.8	344,584	106,005	26,959	43,794	14,737	45,991	13,580

We're in the money!

Are we ever! If Orange County, California were a nation, we'd have a Gross National Product of $25 billion! Our residents have $17.5 billion in buying power. Taxable retail sales in Orange County were $12.7 billion in 1980. And Orange County banks and savings & loan associations have more than $13.2 billion on deposit.

How can you shake the leaves from the Orange County money tree? Well, no one medium reaches all 716,000 of its households. But one delivers more than any other. The Register's Orange County Metro Group. Every day our papers reach 40 percent of Orange County adult spenders. And a five-issue buy in The Metro Group will reach 63% of Orange County adults.

The Orange County Metro Group. We deliver 256,700 Orange County households. 192,500 of them take no other paper.

Sources: FDIC, Security Pacific Bank; S&MM Survey of Buying Power Data Service, State of California Taxable sales for 1980, FHLBB, Scarborough Research Corp., 1981

The Register
Orange County MetroGroup

Represented nationally by Story & Kelly-Smith
SMSA Orange County, California • 18th in population • 14th in buying power

See complete listing under Orange County, California.

The Bakersfield Californian Completes Your So. California Buy With Kern County

THE MARKET	THE NEWSPAPER
• 96th SMSA	• 50% SMSA household penetration
• 3rd fastest in income growth	• 65.8% household penetration
• 13th fastest growing city in U.S.	• Newspaper proven test market
• U.S. leading petroleum county	• Award winning newspaper
• $1.6 billion agri-business per year	• Daily-70,178 Sun-78,497 circulation

Market Information Source: The Bakersfield Californian Research Department.

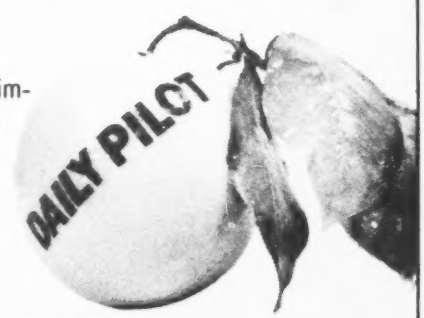
The Bakersfield Californian

1707 EYE STREET, BAKERSFIELD, CALIF. 93302

Represented By Sawyer, Ferguson & Walker • Nat'l Mgr. Holly Chavez - (805)395-7249

Need to know more? Go deeper? Develop a finer analysis?
The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

The pick of the crop in Orange County



There's more to Orange County than meets the eye. There's the Anaheim-Santa Ana-Garden Grove SMSA, and then there's the exclusive Orange Coast, the county's better half. Accounting for over 30% of the SMSA households, the coastal area accounts for 40% of its retail sales. And with sales per household a full 31% higher than the SMSA, the Orange Coast ranks fifth in the nation! There's no better way to reach this affluent, trend-setting market than the Daily Pilot, with city zone circulation 33% larger than the L.A. Times and 85% larger than the Register. So when you're planning a buy in southern California, plan to pick the best. Pick the Orange Coast and the Daily Pilot.

(714) 642-4321

Orange Coast Daily Pilot, Costa Mesa, CA 92626

Represented nationally by CWO&O.

Daily Pilot

Source: S&MM Survey of Buying Power, July 1980; March 1980 ABC Publisher's Statement; 1980 Taxable Sales, California State Board of Equalization.

FRESNO AND THE BEE... GROWING BIGGER TOGETHER

Fresno, the fastest growing city in the State's top 10 with a 3.9% population increase in 1979.* And — Advertising Age has again named Fresno to the Golden Dozen metro areas and central cities. Fresno shows a 112% increase in per capita personal income growth (that's #3 in the nation) and ranks 80th in population.**

The Bee is growing with Fresno. Daily circulation is now at 130,790 and Sunday's is 151,484.***

*State Finance Department, Populations Research Unit.
**Advertising Age, December 19, 1979.
***ABC Fas-Fax Report for six months, ending 3/31/81, subject to audit.

The Fresno Bee
The Bee keeps Fresno buzzing.

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC. • NATIONAL REPRESENTATIVES

CAL. (cont.)
ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
POPULATION—12/31/80									**RETAIL SALES BY STORE GROUP 1980**						
FRESNO	**523.7**	**.2291**	**28.8**	**14.1**	**16.1**	**15.9**	**24.1**	**183.5**	**2,313,863**	**579,241**	**192,563**	**296,806**	**104,926**	**423,166**	**109,427**
Fresno	523.7	.2291	28.8	14.1	16.1	15.9	24.1	183.5	2,313,863	579,241	192,563	296,806	104,926	423,166	109,427
• Fresno	222.8	.0975	29.3	15.6	16.9	14.9	25.5	84.5	1,285,177	254,891	132,653	250,689	77,726	150,177	59,922
SUBURBAN TOTAL	300.9	.1316	28.3	13.0	15.4	16.7	23.0	99.0	1,028,686	324,350	59,910	46,117	27,200	272,989	49,505
LOS ANGELES - LONG BEACH	**7,513.0**	**3.2881**	**31.1**	**13.1**	**18.5**	**17.3**	**25.6**	**2,753.7**	**33,393,938**	**7,848,318**	**3,510,253**	**4,270,646**	**1,732,763**	**5,294,058**	**1,127,494**
Los Angeles	7,513.0	3.2881	31.1	13.1	18.5	17.3	25.6	2,753.7	33,393,938	7,848,318	3,510,253	4,270,646	1,732,763	5,294,058	1,127,494
Alhambra	64.8	.0284	36.1	13.0	17.8	13.5	37.5	26.8	355,083	65,954	29,136	34,469	20,367	113,888	9,956
Arcadia	46.2	.0202	37.7	9.6	13.4	19.4	34.0	17.5	385,123	65,420	51,954	114,176	14,897	18,268	13,782
Baldwin Park	50.8	.0222	27.1	12.0	19.0	15.6	19.3	14.2	115,439	59,590	8,458	1,797	2,202	15,071	2,130
Bellflower	53.6	.0235	29.4	18.6	18.8	15.0	24.4	20.9	262,020	54,581	28,039	42,550	18,987	72,887	12,249
Burbank	84.4	.0369	34.6	11.8	18.4	16.2	33.1	35.4	368,410	91,318	50,308	17,367	25,000	54,229	23,064
Carson	82.1	.0359	26.5	9.6	21.2	19.5	12.4	22.2	453,836	102,502	21,443	74,414	16,565	122,557	10,960
Compton	81.5	.0357	24.5	13.0	18.2	16.2	14.5	21.5	193,362	60,481	16,488	36,023	6,182	28,246	8,917
Downey	82.3	.0360	31.9	14.7	17.4	19.1	25.5	30.8	630,380	133,258	48,704	70,795	25,776	222,276	13,606

HOW MUCH PAPER DOES IT TAKE TO COVER LA?

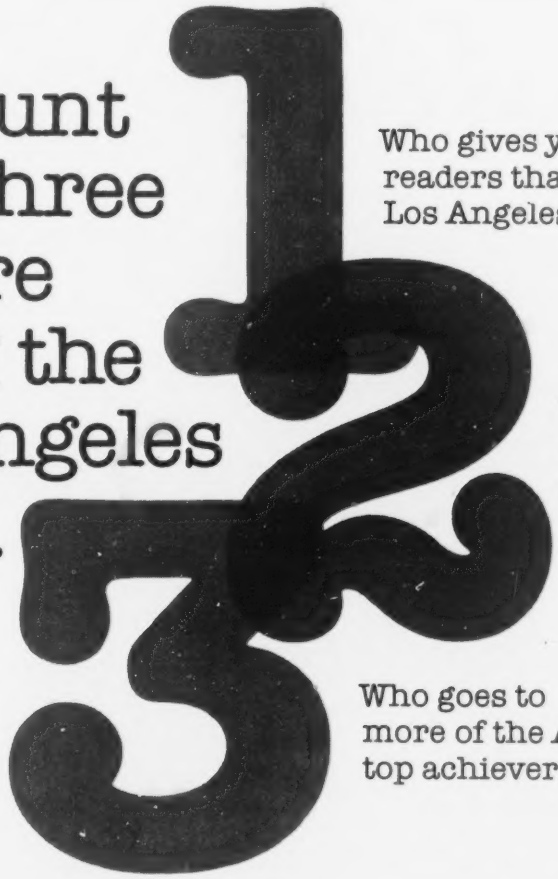
If you're buying L.A., don't forget the 1.5 million people who live in the Daily News circulation area.

Over 1 million of those people live within the city limits, and readership of the Daily News in the area is higher than the L.A. Times and Herald Examiner combined.

So if you want to cover L.A. *completely*, don't just buy the L.A. Times. Buy the Daily News.

DAILY NEWS
A Fresh Look at the News.
Call your local Sawyer/Ferguson/Walker representative for complete details.

Count to three before buying the Los Angeles ADI.



Who gives you more readers than any other Los Angeles newspaper?

Who reaches the largest chunk of the biggest earners?

Who goes to more of the ADI's top achievers?

The answer to all three questions—the Los Angeles Times. All week long, The Times provides advertisers with the numbers they need for results in the Los Angeles ADI.

So, if you go by the numbers, go buy The Times.

Times Coverage in Los Angeles ADI

	One Weekday Issue	Five Weekday Issues	One Sunday Issue	Four Sunday Issues
Total Adults	2,244,500	3,504,800	2,821,600	4,047,800
$35,000+ Households	44.6%	63.2%	52.0%	68.7%
$25,000+ Households	38.7%	56.7%	46.3%	61.0%
Professionals, managers	39.4%	57.6%	47.9%	61.9%

Source: Three Sigma, 1980.

Los Angeles Times

Turning potential into profit.

Offices in Los Angeles, New York, Chicago and San Francisco.

Prime penetration of this vital So. California market

Media buyers and major merchandisers recognize that Santa Barbara is an indispensable segment of the L.A./So. California marketplace. While serviced by Los Angeles distribution/wholesale factors, this affluent Metro area is a **separate** newspaper market, **effectively** covered **only** by the **Santa Barbara News-Press.**

CIRCULATION
46,807 DAILY
52,346 SUNDAY
(ABC Publisher's Statement — 6 months ending 3/31/81)

SANTA BARBARA NEWS-PRESS

newspan

Represented by CRESMER, WOODWARD, O'MARA & ORMSBEE

CAL. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
El Monte	80.3	.0351	28.4	14.4	19.6	14.1	23.0	25.1	360,298	70,059	30,290	28,625	7,847	115,838	11,166
Gardena	45.5	.0199	32.4	12.0	18.6	19.6	25.6	16.9	234,231	89,769	14,845	34,741	7,112	29,074	10,068
Glendale	139.6	.0611	37.1	11.0	17.4	16.0	36.3	60.9	835,238	209,344	61,167	110,186	54,893	150,535	12,505
Hawthorne	56.7	.0248	30.1	13.8	22.3	17.3	21.7	22.2	307,196	54,705	26,973	60,447	12,275	35,452	15,577
Inglewood	94.6	.0414	33.1	14.2	20.8	15.6	30.5	37.2	379,337	120,974	25,581	36,329	14,651	93,451	13,113
Lakewood	74.1	.0324	29.4	11.5	18.4	20.1	19.6	24.8	270,032	57,065	24,823	79,591	9,620	21,167	14,019
• Long Beach	361.5	.1582	34.0	15.6	15.8	15.2	33.2	153.9	1,513,527	336,239	175,393	139,656	85,786	382,151	46,296
• Los Angeles	2,978.5	1.3035	31.8	13.3	18.8	17.3	26.7	1,164.7	13,066,616	3,033,428	1,542,866	1,456,379	818,572	1,690,206	470,150
Lynwood	49.0	.0214	32.4	12.5	17.3	14.9	30.6	14.4	134,311	59,549	8,024	24,102	904	11,406	5,837
Montebello	53.8	.0235	32.1	14.0	15.8	17.6	27.8	18.4	221,673	65,280	25,358	6,046	10,236	31,933	13,443
Monterey Park	54.8	.0240	31.5	12.3	18.6	19.0	24.5	19.1	178,737	45,795	32,200	5,121	6,456	20,881	10,521
Norwalk	84.8	.0371	26.7	13.1	18.4	19.5	15.3	24.6	316,452	79,005	35,663	31,053	6,725	90,179	11,092
Pasadena	119.8	.0524	35.2	13.3	16.6	14.4	35.7	48.6	779,665	152,870	73,511	152,410	34,923	169,919	17,264
Pico Rivera	53.4	.0234	27.8	11.6	17.0	19.3	18.5	15.2	99,538	49,832	12,278	1,190	2,907	3,042	3,425
Pomona	93.2	.0408	28.4	14.1	17.7	15.3	23.1	31.5	470,065	87,018	40,183	45,782	18,627	138,371	13,586
Redondo Beach	57.2	.0250	28.7	14.0	22.2	16.4	19.5	22.5	312,998	88,757	58,796	42,129	16,375	37,137	8,611
Rosemead	42.8	.0187	30.0	11.5	18.6	14.2	26.4	13.4	142,422	32,643	13,685	28,772	7,467	10,360	6,171
Santa Monica	88.3	.0386	36.7	13.1	20.1	15.4	36.3	43.3	589,256	88,011	85,703	47,583	39,424	127,156	28,494
South Gate	67.6	.0296	34.7	12.3	17.4	14.5	35.0	23.4	188,899	64,161	13,882	14,397	5,919	41,972	7,811
Torrance	131.4	.0575	30.2	12.4	19.4	21.5	19.1	46.8	1,228,021	234,278	89,239	254,047	77,351	233,239	35,533
West Covina	81.1	.0355	28.4	11.5	17.6	22.0	16.3	24.9	496,901	87,611	38,344	111,637	29,647	102,771	17,195
Whittier	68.6	.0300	33.7	15.1	13.4	18.0	30.2	26.5	480,988	113,330	29,830	52,584	28,419	123,335	18,589
SUBURBAN TOTAL	4,173.0	1.8264	30.4	12.8	18.5	17.5	24.0	1,435.1	18,813,795	4,478,651	1,791,994	2,674,611	828,405	3,221,701	611,048
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***11,621.0***	***5.0859***	***30.5***	***13.0***	***18.5***	***17.4***	***24.3***	***4,209.9***	***52,355,735***	***12,049,419***	***5,355,435***	***7,010,010***	***2,613,527***	***8,546,824***	***1,710,248***

the Affluent Market

SOUTHWEST LOS ANGELES COUNTY

Urban Decision System 3-31-80

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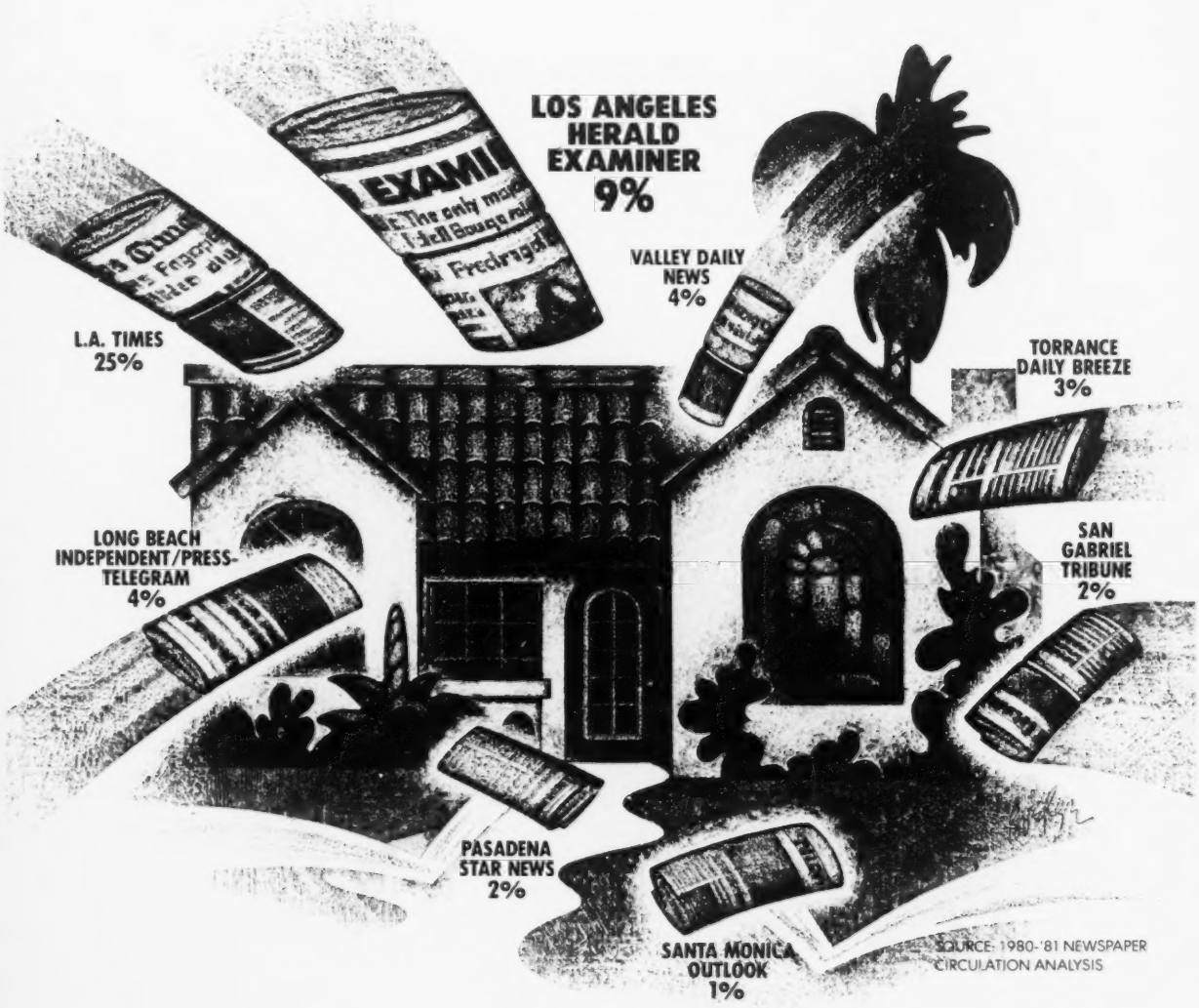
Represented Nationally by Sawyer • Ferguson • Walker

Sales Office (213) 850-0777

WITHOUT THE HERALD EXAMINER, YOU'RE TOSSING AWAY L.A.



When you want to reach a 50% household coverage goal in the L.A. market, you need to buy eight different newspapers. And the Herald Examiner is the number two newspaper needed to achieve that goal.

The Herald Examiner reaches almost 700,000 readers every day. People with a median income of over $22,000.

So when you're planning to cover L.A., plan on buying the Herald Examiner.

Otherwise you're tossing away your media coverage.

LOS ANGELES HERALD EXAMINER

Represented by Hearst Advertising Services

We're Number 1

Outside of Metro Sacramento, Metro Modesto/The Modesto Bee is the Number One newspaper buy in the Sacramento ADI.

Today, The Modesto Bee leads the Stockton Record in Daily & Sunday Circulation and in population/sales growth. 1985 projections are even better.

The Modesto Bee
McCLATCHY NEWSPAPERS

CRESMER, WOODWARD, O'MARA & ORMSBEE, INC., NATIONAL REPRESENTATIVES

Sources: ABC's Fas-Fax Report, 3/31/81; 1980 U.S. Census of Population; Sales Managements' Survey of Buying Power - Calculations by Bee Research.

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MODESTO	**271.8**	**.1190**	**30.2**	**12.3**	**16.4**	**15.9**	**26.2**	**97.7**	**1,200,324**	**288,856**	**98,668**	**179,714**	**70,609**	**162,469**	**46,343**
Stanislaus	271.8	.1190	30.2	12.3	16.4	15.9	26.2	97.7	1,200,324	288,856	98,668	179,714	70,609	162,469	46,343
• Modesto	110.3	.0483	30.1	12.0	18.5	15.9	24.9	41.0	760,978	142,763	64,670	159,330	53,092	101,108	33,304
SUBURBAN TOTAL	161.5	.0707	30.3	12.5	15.0	15.9	27.1	56.7	439,346	146,093	33,998	20,384	17,517	61,361	13,039
OXNARD - SIMI VALLEY - VENTURA	**542.5**	**.2374**	**28.4**	**11.8**	**19.6**	**18.3**	**18.7**	**179.5**	**2,064,167**	**570,878**	**186,782**	**261,289**	**92,393**	**390,039**	**82,596**
Ventura	542.5	.2374	28.4	11.8	19.6	18.3	18.7	179.5	2,064,167	570,878	186,782	261,289	92,393	390,039	82,596
• Oxnard	111.5	0488	27.0	13.8	17.9	18.4	17.2	35.3	515,396	124,773	40,359	84,220	18,909	94,185	11,881
• Simi Valley	79.2	.0347	26.1	8.3	25.9	17.8	9.1	22.6	258,014	86,228	25,744	60,325	10,298	19,167	6,645

What's The Fastest Growing County in Southern California?

VENTURA ..... ☐
SAN DIEGO ..... ☐
ORANGE ..... ☐
SAN BERNARDINO ..... ☐
LOS ANGELES ..... ☐
NONE OF THE ABOVE ..... ☑

Yes, the correct answer is "None of the Above." The 1980 census figures indicate that during the past decade, Ventura County grew by 40.0%, San Diego County by 37.1%, Orange County 35.9%, San Bernardino 30.9%, Santa Barbara 13.0% and Los Angeles County 6.2%

The fastest growing county in Southern California is Riverside, which grew by 45.3%

And State Department of Finance projections indicate that Riverside will continue to be the fastest growing large county in the entire **state** during the next two decades.

The principal newspaper serving Riverside County is the **Press-Enterprise.** Not surprisingly, it's one of the fastest growing papers in California, with a circulation now over 116,000 Sundays and 110,000 combined daily.

If you have a message for the residents of the fastest growing county in Southern California, we'll help you deliver it.

THE PRESS-ENTERPRISE
3512 14th Street, Riverside, Calif. 92501
(714) 684-1200
Represented nationally by
Sawyer-Ferguson-Walker Co.

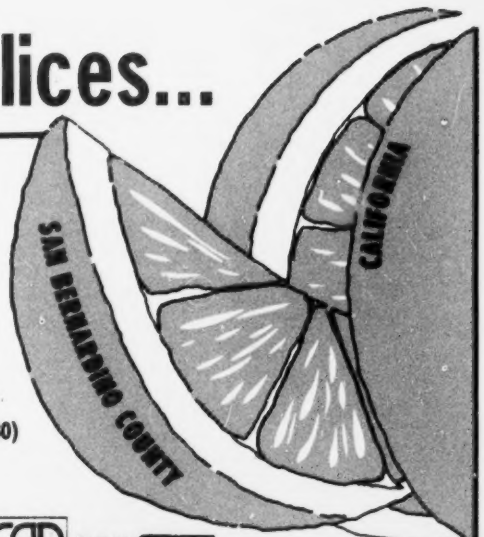
one of the juiciest slices...

San Bernardino County dominates the 25th largest metro market

...with 10 billion EBI
6 billion retail sales

ONE OF THE FASTEST GROWING MAJOR METRO MARKETS IN THE NATION

with less than 9% coverage by any Los Angeles Newspaper (ABC 1980)



The Sun
San Bernardino
Gannett Newspaper Advertising Sales

CPD newspian

CAL. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Ventura	76.0	.0333	31.3	11.5	17.9	18.4	25.0	30.3	509,639	111,588	37,860	69,682	31,105	155,257	12,644
SUBURBAN TOTAL	275.8	.1206	29.1	12.1	18.7	18.5	20.4	91.3	781,118	248,289	82,819	47,062	32,081	121,430	51,426
REDDING	**118.9**	**.0521**	**31.1**	**10.9**	**17.2**	**17.3**	**26.1**	**44.7**	**636,944**	**154,936**	**41,333**	**55,934**	**24,665**	**97,405**	**37,445**
Shasta	118.9	.0521	31.1	10.9	17.2	17.3	26.1	44.7	636,944	154,936	41,333	55,934	24,665	97,405	37,445
• Redding	44.9	.0197	28.7	10.2	13.9	18.3	23.0	18.2	478,852	75,676	30,462	55,033	21,771	85,932	32,524
SUBURBAN TOTAL	74.0	.0324	32.2	11.4	19.0	16.6	28.0	26.5	158,092	79,260	10,871	901	2,894	11,473	4,921
RIVERSIDE - SAN BERNARDINO - ONTARIO	**1,593.2**	**.6972**	**30.5**	**12.6**	**16.7**	**15.7**	**26.7**	**568.1**	**6,488,906**	**1,445,529**	**601,245**	**1,003,707**	**231,715**	**1,075,801**	**236,294**
Riverside	681.5	.2982	31.7	11.6	16.1	15.2	29.5	251.1	3,036,186	701,418	280,274	393,879	101,993	558,341	109,303
• Riverside	173.1	.0758	28.9	14.8	16.9	17.4	22.3	60.8	963,677	163,389	81,858	201,819	33,223	215,633	23,766
San Bernardino	911.7	.3990	29.6	13.2	17.2	16.1	24.6	317.0	3,452,720	744,111	320,971	609,828	129,722	517,460	126,991
• Ontario	91.1	.0399	28.9	12.4	18.8	15.1	23.3	31.7	343,066	90,197	26,501	22,007	10,428	77,249	11,127
• San Bernardino	119.3	.0522	31.0	12.9	16.6	15.4	28.0	44.3	951,044	94,603	89,873	276,500	62,964	176,587	21,776
SUBURBAN TOTAL	1,209.7	.5293	30.8	12.2	16.6	15.6	27.4	431.3	4,231,119	1,097,340	403,013	503,381	125,100	606,332	179,625
SACRAMENTO	**1,031.2**	**.4514**	**29.5**	**14.3**	**17.5**	**17.9**	**22.5**	**396.2**	**4,887,527**	**1,167,610**	**496,098**	**676,978**	**240,842**	**818,919**	**199,240**
Placer	120.7	.0528	32.4	11.0	15.5	18.3	27.7	44.4	572,527	162,916	70,553	5,165	11,915	135,970	32,571
Sacramento	795.4	.3482	29.5	13.8	17.9	18.2	22.0	309.3	3,849,829	868,013	378,118	666,625	214,823	594,707	145,189
• Sacramento	277.2	.1213	32.0	13.7	16.2	16.2	28.9	120.8	1,320,622	337,551	161,820	183,781	77,270	178,840	33,026
Yolo	115.1	.0504	27.0	20.9	18.1	15.5	20.1	42.5	465,171	136,681	47,427	5,188	14,104	88,242	21,480
SUBURBAN TOTAL	754.0	.3301	28.7	14.5	18.2	18.6	20.0	275.4	3,566,905	830,059	334,278	493,197	163,572	640,079	166,214

THE SACRAMENTO BEE. STILL NUMBER ONE AND GROWING STRONG.

Sacramento Bee		Sacramento Union	
DAILY UP 3.6%	SUNDAY UP 1.3%	DAILY DOWN 6.3%	SUNDAY DOWN 5.1%
1981 216,364 +**7,508**	241,923 +**3,118**	1981 98,516 -**6,595**	100,954 -**5,471**
1980 208,856	238,805	1980 105,111	106,425

In case you didn't know, this year's circulation marks an all-time high for The Bee. In fact, we're presently selling over twice as many papers as our closest competitor.
It all adds up. If you really want Sacramento to know, buy The Bee.

The Sacramento Bee
#1 and growing with Sacramento

Source: Audit Bureau of Circulations for the 1st quarter ending March 31, 1980 and 1981. Computations by Sacramento Bee Research.

Cresmer, Woodward, O'Mara & Ormsbee, Inc. National Representative.

UPDATE ON THE NATION'S 6TH STRONGEST SMSA

In the San Francisco-Oakland SMSA, retail sales and buying power outrank all but five other metro areas in the country, and this is the hub of the powerful and productive marketplace dominated by the San Francisco Newspapers.

We commissioned Scarborough Research Corporation to conduct an extensive survey of this dynamic market, across the five counties that account for two-thirds of the purchases made throughout San Francisco's affluent 10-county ADI.

To learn San Francisco-Oakland's growth patterns and see our continuing strength as its dominant media, contact us for a copy of our new market study.

San Francisco Newspaper Agency
925 Mission Street
San Francisco, CA 94103
Represented nationally by Sawyer-Ferguson-Walker

Source: S&MM Survey of Buying Power 1980.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

CAL. (cont.)
NEW ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SALINAS - SEASIDE - MONTEREY	**295.0**	**.1291**	**27.2**	**16.9**	**17.1**	**15.3**	**21.3**	**97.9**	**1,234,626**	**267,362**	**137,947**	**116,565**	**57,704**	**196,651**	**55,894**
Monterey	295.0	.1291	27.2	16.9	17.1	15.3	21.3	97.9	1,234,626	267,362	137,947	116,565	57,704	196,651	55,894
• Monterey	27.8	.0122	28.5	16.9	21.4	14.1	22.1	10.9	213,584	31,491	36,616	13,598	10,879	27,358	8,748
• Salinas	82.7	.0362	29.1	11.1	16.7	17.1	23.1	28.6	515,414	134,267	35,656	65,488	32,225	70,955	24,080
• Seaside	36.8	.0161	22.1	27.1	14.2	12.9	11.7	10.3	156,063	7,399	15,444	14,273	8,237	84,716	3,004
SUBURBAN TOTAL	147.7	.0646	27.9	17.6	17.4	15.1	22.6	48.1	349,565	94,205	50,231	23,206	6,363	13,622	20,062

You can't get to San Diego from L.A.

Los Angeles newspaper campaigns simply run out of gas before most of San Diego's 1.9 million consumers can even say hello.

And that's waving bye-bye to over $14 billion worth of San Diego buying power . . . and, to the second largest city in all 11 western states—an essential buy for any campaign that hopes to cover the total Southern California market, the largest in the nation.

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The San Diego Union
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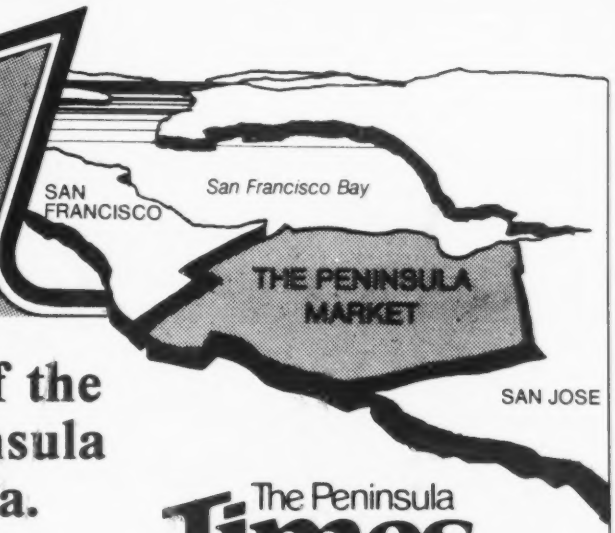
The one to turn to



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The Peninsula
Times Tribune
The First Newspaper of the Peninsula

P.O. Box 300, Palo Alto, California 94302

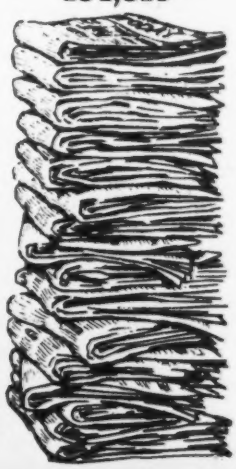
CAL. (cont.)
SMSA ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SAN DIEGO	**1,904.9**	**.8337**	**28.5**	**17.0**	**17.1**	**16.0**	**22.9**	**692.5**	**8,081,133**	**1,711,228**	**824,693**	**1,348,279**	**444,045**	**1,246,308**	**223,041**
San Diego	1,904.9	.8337	28.5	17.0	17.1	16.0	22.9	692.5	8,081,133	1,711,228	824,693	1,348,279	444,045	1,246,308	223,041
Chula Vista	85.1	.0372	29.3	12.7	17.6	18.5	21.4	32.0	377,318	65,761	32,415	98,097	22,418	48,069	13,390
El Cajon	75.7	.0331	29.7	13.1	17.3	16.9	23.9	29.1	806,886	86,562	58,467	187,190	31,683	174,623	27,075
National City	49.1	.0215	24.7	26.3	18.1	14.0	16.6	14.3	366,508	52,474	16,951	84,859	8,355	99,716	6,721
Oceanside	79.3	.0347	28.0	15.7	15.3	15.4	23.8	31.0	271,995	62,819	25,589	59,689	8,778	39,412	9,949
• San Diego	889.2	.3892	28.5	17.9	17.7	15.7	22.8	338.7	3,683,071	790,538	455,722	578,426	259,531	507,248	88,706
SUBURBAN TOTAL	1,015.7	.4445	28.5	16.2	16.6	16.3	22.9	353.8	4,398,062	920,690	368,971	769,853	184,514	739,060	134,335
SAN FRANCISCO - OAKLAND	**3,266.9**	**1.4298**	**31.6**	**13.9**	**19.3**	**17.5**	**26.0**	**1,299.1**	**15,838,242**	**3,666,691**	**1,837,494**	**2,104,553**	**813,910**	**2,377,248**	**698,023**

Oakland Tribune Eastbay Today
(Eastbay circulation)
184,815



San Francisco Examiner and Chronicle
(Eastbay circulation)
127,588

See how we stack up against the competition

If you think buying the San Francisco/Oakland ADI is as simple as buying San Francisco papers, stop and consider:

Based on the 1980 U.S. Census, the East Bay (Contra Costa and Alameda counties) has almost three times the population of San Francisco. And the paper that covers more of those people is the Oakland Tribune/Eastbay TODAY. In fact, according to the latest ABC Audit, we're read by 45% more East Bay people than the San Francisco Chronicle and Examiner combined. And current circulation data shows daily combined circulation of over 215,000 and we're reaching further every day.

Oakland Tribune/Eastbay TODAY
A Gannett newspaper (415) 645-2521

If You Don't Buy Us, You're Not Buying the Bay

CAL. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Alameda	1,109.6	.4856	30.5	15.4	19.2	16.5	24.9	431.6	5,042,506	1,192,144	515,154	606,061	225,773	909,704	244,212
Alameda	63.4	.0277	29.5	17.8	16.4	15.4	25.6	25.5	270,245	75,002	27,089	21,819	7,499	58,906	22,272
Berkeley	102.5	.0449	28.3	27.7	22.1	11.8	23.4	46.0	496,444	110,861	59,858	11,781	36,535	76,758	14,234
Fremont	134.4	.0588	27.4	10.5	21.0	20.5	13.4	43.3	674,630	127,409	56,365	108,603	29,650	168,943	23,720
Hayward	94.3	.0413	28.0	15.3	19.7	17.9	18.3	34.1	760,628	134,892	55,556	135,635	38,749	188,945	45,652
• Oakland	337.8	.1478	33.4	14.2	17.4	15.1	32.2	148.6	1,300,196	302,965	152,504	138,798	59,912	222,749	59,155
San Leandro	63.6	.0278	36.3	12.1	14.1	19.2	32.4	25.8	483,897	123,338	39,337	107,112	23,967	81,221	13,190
Contra Costa	666.0	.2915	30.8	12.1	18.4	19.3	22.9	248.4	2,901,084	709,901	236,647	532,589	140,091	394,157	133,190
Concord	104.5	.0457	28.4	12.3	21.0	20.1	15.9	37.4	624,161	114,161	45,218	117,500	32,319	129,818	18,592
Richmond	74.5	.0326	31.1	13.3	18.1	16.8	26.1	28.7	284,605	38,426	14,140	84,235	23,698	45,520	4,133
Marin	224.1	.0981	32.2	11.3	21.3	20.4	23.6	90.9	1,188,225	286,372	146,265	113,002	59,349	214,275	48,947
San Francisco	676.2	.2959	34.0	14.9	19.6	15.6	32.5	299.0	3,467,185	757,895	598,346	375,343	203,396	307,300	107,206
• San Francisco	676.2	.2959	34.0	14.9	19.6	15.6	32.5	299.0	3,467,185	757,895	598,346	375,343	203,396	307,300	107,206
San Mateo	591.0	.2587	31.7	12.9	19.6	18.7	24.9	229.2	3,239,242	720,379	341,082	477,558	185,301	551,812	164,468
Daly City	79.6	.0348	29.8	14.4	20.8	19.3	19.9	28.2	527,595	78,883	47,334	130,886	51,318	80,685	21,339
Redwood City	55.0	.0241	32.2	15.3	19.6	17.1	27.4	23.3	397,444	89,158	36,365	36,953	11,555	105,490	32,611
San Mateo	77.5	.0339	34.0	12.4	18.4	17.5	30.6	33.2	583,515	97,217	62,546	106,422	19,132	83,978	23,400
South San Francisco	49.6	.0217	29.9	12.7	18.7	20.2	20.4	17.7	210,926	73,897	17,142	12,323	18,443	21,276	2,562
SUBURBAN TOTAL	2,252.9	.9861	30.7	13.5	19.6	18.5	23.1	851.5	11,070,861	2,605,831	1,086,644	1,590,412	550,602	1,847,199	531,662
SAN FRANCISCO OAKLAND-SAN JOSE CONSOLIDATED AREA	***5230.8***	***2.2909***	***30.7***	***13.8***	***18.8***	***17.5***	***24.2***	***2009.8***	***25,282,885***	***5,751,372***	***2,727,032***	***3,358,909***	***1,310,528***	***4,044,883***	***1,084,887***
SAN JOSE	**1,314.1**	**.5751**	**28.7**	**14.3**	**21.4**	**18.0**	**18.4**	**471.2**	**6,713,674**	**1,386,948**	**624,713**	**963,010**	**386,724**	**1,234,078**	**246,601**
Santa Clara	1,314.1	.5751	28.7	14.3	21.4	18.0	18.4	471.2	6,713,674	1,386,948	624,713	963,010	386,724	1,234,078	246,601
Mountain View	59.2	.0259	29.5	18.4	28.6	15.5	18.7	27.7	426,353	69,808	33,764	134,031	29,479	28,319	22,419
Palo Alto	55.1	.0241	32.9	12.8	19.7	19.1	26.9	23.3	447,991	61,114	56,765	85,460	13,252	67,141	6,760
• San Jose	653.3	.2859	27.7	14.2	22.9	16.8	16.5	223.2	2,692,276	576,901	241,174	353,975	175,843	501,822	83,781
Santa Clara	87.7	.0384	28.2	16.8	20.4	18.3	17.9	32.6	697,489	112,877	51,223	140,402	37,534	153,854	38,893
Sunnyvale	107.3	.0470	28.9	14.0	22.8	19.4	16.7	42.5	641,743	107,770	55,897	16,330	17,921	252,213	19,463
SUBURBAN TOTAL	660.8	.2892	29.8	14.5	20.0	19.2	20.3	248.0	4,021,398	790,047	383,539	609,035	210,881	732,256	162,820
SANTA BARBARA - SANTA MARIA - LOMPOC	**301.6**	**.1320**	**29.4**	**16.7**	**18.0**	**16.5**	**23.5**	**111.6**	**1,389,430**	**300,252**	**183,182**	**132,808**	**72,521**	**178,794**	**52,218**
Santa Barbara	301.6	.1320	29.4	16.7	18.0	16.5	23.5	111.6	1,389,430	300,252	183,182	132,808	72,521	178,794	52,218
• Lompoc	26.4	.0116	26.3	18.5	22.2	16.1	14.7	9.4	100,914	27,069	7,983	14,161	5,739	16,062	2,772
• Santa Barbara	74.9	.0328	37.2	13.1	15.9	14.4	37.7	33.7	559,512	124,025	86,665	53,052	35,280	81,541	21,386
• Santa Maria	40.3	.0176	29.3	13.3	18.9	16.4	22.8	15.0	361,778	46,174	24,477	42,835	19,975	67,313	14,558
SUBURBAN TOTAL	160.0	.0700	27.3	19.0	18.2	17.5	18.4	53.5	367,226	102,984	64,057	22,760	11,527	13,878	13,502

In Marin County, California, MONEY makes the difference!

At first glance, Marin may seem like a small place. Its **224,100** county population is the smallest in the Bay Area. But our people have *big* purchasing power. At **$12,853** annually, Marin residents have the highest per capita Average Effective Buying Income of any citizens in the State. And last year, they spent it to the tune of **$1,188,225,000** in Total Retail Sales.

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When you buy the Bay Area, don't leave your bucks in San Francisco. Remember Marin's big spenders and remember the Independent Journal. It's a combination you can't afford to ignore!

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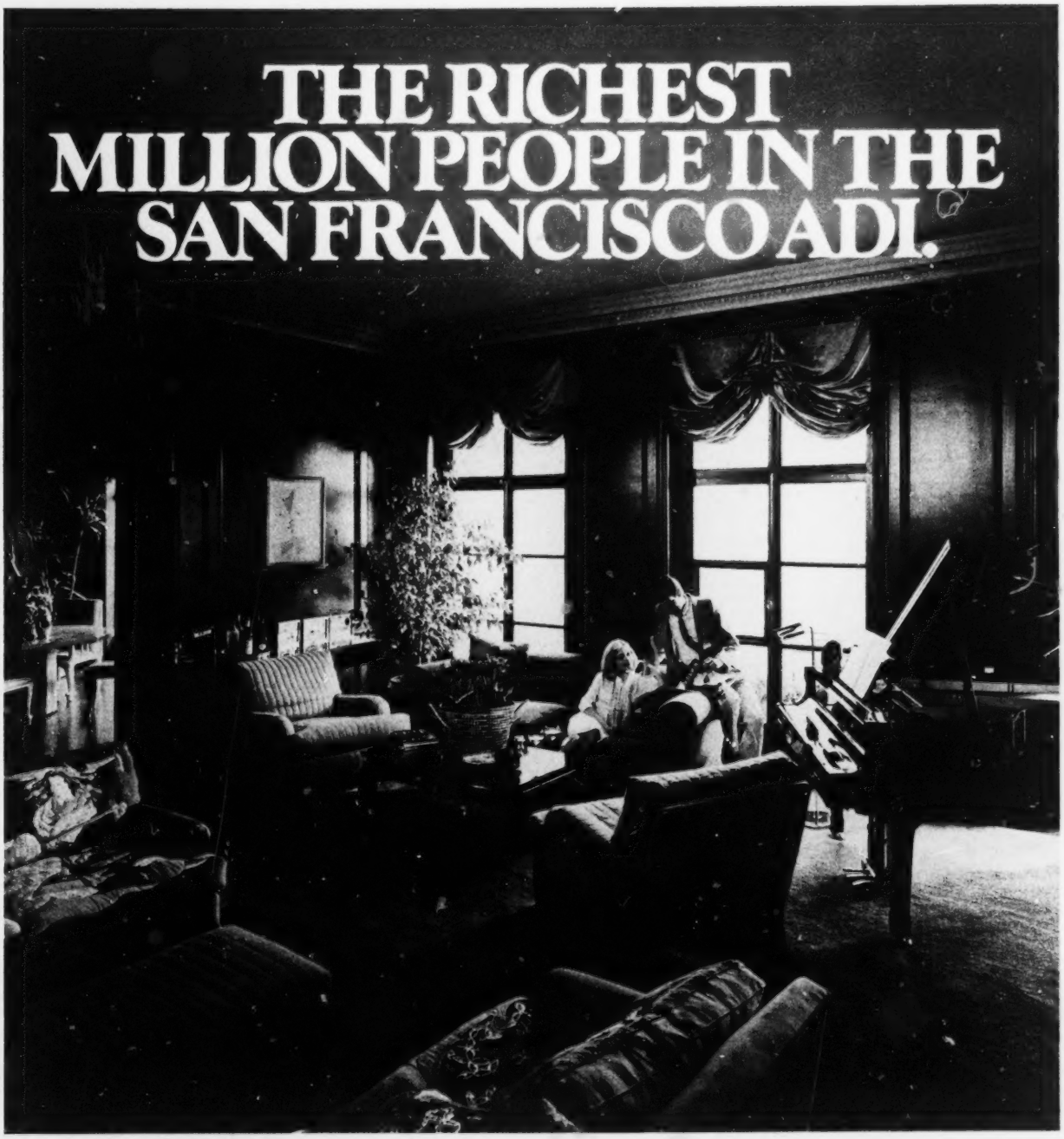
Represented by California Newspaper Markets, Inc., Burlingame, California
and Western Dailies in New York, Chicago and Detroit

Sources: S&MM '981 Survey of Buying Power; Market Opinion Research

THE RICHEST MILLION PEOPLE IN THE SAN FRANCISCO ADI.*



Santa Clara County's 1.3 million people have an average household EBI of $31,726, the highest in the ADI.*

The Mercury News really reaches The San Jose SMSA (Santa Clara County): 58% daily, 5-issue reach 75%. The San Francisco Chronicle/ Examiner barely reaches 12% on a good day. That's why the Mercury News is #1 in display, classified and total linage in the Bay Area.

THE SAN JOSE MERCURY NEWS

Reaching California's richest million people.

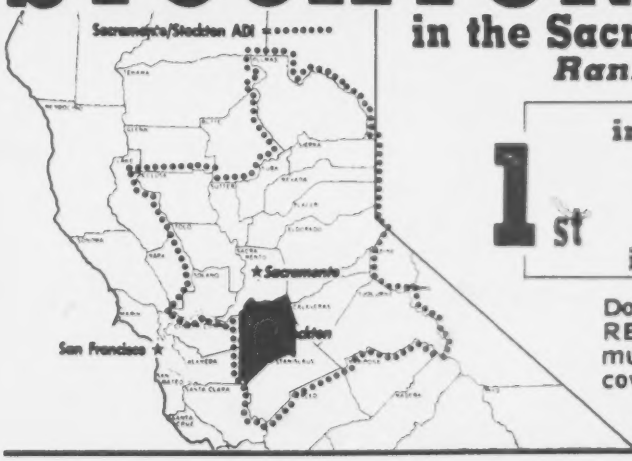
*Among major counties. Source: Sales and Marketing Management Survey of Buying Power, 1981. San Jose "CMS," 1980, Belden. Represented by KNIGHT-RIDDER NEWSPAPER SALES.

CAL. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA CRUZ	**193.4**	**.0846**	**33.2**	**13.5**	**14.3**	**14.1**	**33.4**	**74.1**	**885,935**	**225,020**	**92,239**	**87,017**	**32,103**	**139,214**	**40,179**
Santa Cruz	193.4	.0846	33.2	13.5	14.3	14.1	33.4	74.1	885,935	225,020	92,239	87,017	32,103	139,214	40,179
• Santa Cruz	42.2	.0185	34.6	17.6	12.2	13.2	36.3	17.5	379,580	78,521	41,279	31,136	18,570	83,583	9,963
SUBURBAN TOTAL	151.2	.0661	32.9	12.4	14.8	14.4	32.5	56.6	506,355	146,499	50,960	55,881	13,533	55,631	30,216
SANTA ROSA	**307.5**	**.1345**	**32.1**	**12.0**	**16.2**	**15.2**	**30.2**	**118.8**	**1,448,060**	**371,532**	**133,985**	**158,721**	**65,448**	**200,370**	**54,522**
Sonoma	307.5	.1345	32.1	12.0	16.2	15.2	30.2	118.8	1,448,060	371,532	133,985	158,721	65,448	200,370	54,522
• Santa Rosa	86.2	.0377	34.0	12.3	15.2	15.7	32.7	36.1	636,921	107,179	59,444	121,934	43,954	82,561	30,576
SUBURBAN TOTAL	221.3	.0968	31.5	11.9	16.6	15.0	29.1	82.7	811,139	264,353	74,541	36,787	21,494	117,809	23,946
STOCKTON	**352.3**	**.1542**	**31.0**	**12.9**	**16.1**	**16.4**	**27.2**	**127.5**	**1,478,468**	**366,448**	**134,010**	**177,125**	**73,707**	**262,559**	**74,741**
San Joaquin	352.3	.1542	31.0	12.9	16.1	16.4	27.2	127.5	1,478,468	366,448	134,010	177,125	73,707	262,559	74,741
• Stockton	153.6	.0672	30.8	15.3	15.3	15.3	28.3	58.6	724,242	131,933	70,311	155,080	40,012	140,944	24,071
SUBURBAN TOTAL	198.7	.0870	31.1	11.1	16.4	17.3	26.3	68.9	754,226	234,515	63,699	22,045	33,695	121,615	50,670
VALLEJO - FAIRFIELD - NAPA	**341.5**	**.1495**	**29.2**	**14.6**	**17.5**	**16.3**	**23.5**	**120.8**	**1,282,709**	**326,201**	**130,840**	**132,625**	**53,446**	**233,287**	**65,661**
Napa	100.8	.0441	33.6	12.4	15.6	16.4	31.4	37.6	383,324	110,398	39,240	31,760	15,146	62,651	16,935
• Napa	52.1	.0228	31.2	12.3	18.1	16.5	26.6	20.4	324,066	91,767	27,707	31,246	14,202	57,767	14,216
Solano	240.7	.1054	27.6	15.5	18.3	16.3	20.2	83.2	899,385	215,803	91,600	100,865	38,300	170,636	48,726
• Fairfield	59.2	.0259	24.4	16.7	20.5	18.0	10.0	18.6	241,586	31,497	21,469	46,669	11,232	52,790	14,779
• Vallejo	81.2	.0355	30.2	14.6	15.8	15.2	27.2	30.7	348,384	78,522	22,514	48,862	18,178	92,059	16,858
SUBURBAN TOTAL	149.0	.0653	30.3	14.6	17.0	16.2	25.8	51.1	368,673	124,413	59,150	5,848	9,834	30,671	19,808
VISALIA - TULARE - PORTERVILLE	**250.8**	**.1098**	**29.2**	**11.8**	**15.7**	**15.1**	**25.9**	**82.8**	**969,270**	**256,163**	**58,877**	**124,049**	**32,302**	**207,924**	**34,218**
Tulare	250.8	.1098	29.2	11.8	15.7	15.1	25.9	82.8	969,270	256,163	58,877	124,049	32,302	207,924	34,218
• Porterville	20.4	.0089	26.8	12.9	12.0	14.5	25.7	6.9	166,105	52,590	8,812	23,185	4,159	35,514	4,907
• Tulare	22.9	.0100	27.9	9.9	10.9	16.1	26.2	8.0	135,883	40,229	7,713	4,387	6,093	26,960	6,848
• Visalia	52.2	.0228	28.5	11.5	13.4	17.0	24.3	18.9	441,687	75,301	27,630	95,629	15,857	102,658	15,423
SUBURBAN TOTAL	155.3	.0681	29.8	12.1	17.6	14.4	26.4	49.0	225,595	88,043	14,722	848	6,193	42,792	7,040
YUBA CITY	**103.3**	**.0451**	**28.6**	**13.1**	**18.5**	**16.6**	**21.5**	**37.2**	**375,698**	**107,323**	**32,370**	**28,245**	**14,337**	**54,618**	**34,229**
Sutter	53.1	.0232	29.9	12.0	17.6	17.0	24.1	19.3	209,673	61,109	15,843	17,442	6,705	28,842	20,629
• Yuba City	19.1	.0084	27.3	14.7	15.0	15.5	22.9	8.0	149,034	48,113	9,941	7,084	4,269	20,334	16,495
Yuba	50.2	.0219	27.3	14.1	19.6	16.2	18.8	17.9	166,025	46,214	16,527	10,803	7,632	25,776	13,600
SUBURBAN TOTAL	84.2	.0367	28.8	12.7	19.4	16.8	21.2	29.2	226,664	59,210	22,429	21,161	10,048	34,284	17,734
OTHER COUNTIES															
Alpine	1.1	.0005	32.2	6.5	20.5	15.2	29.1	.4	1,641	299	653	105			
Amador	19.9	.0087	37.3	9.9	14.5	15.3	37.1	7.8	97,348	34,520	7,063	5,444	2,909	22,550	2,236
Calaveras	21.3	.0093	40.5	8.0	13.8	15.8	40.0	8.3	51,079	20,678	6,347	438	2,378	2,423	2,757
Colusa	12.8	.0056	32.7	10.3	15.2	16.1	30.5	4.7	44,513	15,727	6,191	1,945	1,248	3,675	3,386
Del Norte	18.5	.0081	31.4	10.1	15.4	16.6	27.8	7.0	71,387	23,966	10,069	1,712	1,956	o,119	1,486
El Dorado	89.3	.0391	32.7	10.3	16.6	18.0	28.2	34.1	394,194	108,350	49,068	9,834	12,456	33,585	26,779
Glenn	21.7	.0095	33.4	9.7	14.3	16.2	31.4	7.9	71,753	23,716	7,480	2,366	1,311	9,803	1,436
Humboldt	108.7	.0476	29.4	15.4	16.9	15.8	24.7	42.2	461,663	136,984	45,522	29,677	13,835	56,137	34,398
Imperial	93.7	.0410	27.6	11.4	15.4	16.2	22.4	28.8	361,886	106,380	27,510	52,658	9,389	43,331	19,668
Inyo	18.1	.0079	35.6	8.5	14.9	17.3	33.4	7.4	94,752	20,311	12,567	3,837	1,154	14,524	3,111
Kings	74.4	.0326	26.7	14.4	18.6	14.8	19.8	24.0	248,651	68,460	20,217	20,667	8,437	51,275	11,722
Lake	37.7	.0165	48.4	5.9	10.3	13.3	48.6	15.8	126,166	51,923	8,723	858	5,017	19,350	6,796
Lassen	22.1	.0096	31.1	14.4	14.9	17.5	26.7	7.6	78,870	22,868	7,003	2,372	1,306	14,705	7,020
Madera	65.0	.0284	30.8	10.6	14.3	15.7	28.3	21.7	191,585	57,120	20,288	3,409	6,069	29,170	10,038
Mariposa	11.5	.0050	36.9	12.7	13.3	14.8	37.2	4.3	31,243	10,915	2,083	307	287	246	696
Mendocino	66.1	.0298	32.1	9.8	15.8	16.3	29.1	25.8	329,989	97,860	36,503	13,588	9,315	47,002	21,034
Merced	137.1	.0600	27.2	13.4	16.3	16.4	20.7	45.8	464,712	127,757	42,515	48,602	15,893	76,231	21,628
Modoc	8.7	.0038	35.6	8.5	14.6	16.8	33.8	3.3	30,838	5,247	2,413	792	752	7,478	1,151

STOCKTON Metro No. 2

in the Sacramento-STOCKTON ADI

Ranked 21st Nationally



1st in metro FOOD SALES GROWTH

METRO AREA	'80 Total Food Sales ($000)	'76-'80 Food Sales GROWTH INDEX
Stockton	366,448	1.81
Sacramento	1,167,610	1.56

in SACRAMENTO-STOCKTON ADI

Dominated by ONE newspaper, the Stockton RECORD, reaching over 141,000 adults; maximum "outside" daily (S.F.Chron.) newspaper coverage less than 9%.

Sources: 1981 S&MM Survey of Buying Power; CIRCULATION '80/'81

ADVERTISING REPRESENTATIVES: GANNETT NEWSPAPER ADVERTISING SALES

CAL. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Mono	9.0	.0040	30.8	12.4	18.9	18.6	23.5	3.7	46,966	15,947	9,167	740	779	166	984
Nevada	53.8	.0235	39.1	8.4	13.0	14.8	39.3	20.9	216,868	57,681	23,410	6,259	4,846	21,467	7,869
Plumas	17.8	.0078	35.2	8.3	13.9	18.1	32.3	6.9	76,427	19,134	7,010	11,696	635	10,929	3,171
San Benito	25.5	.0111	29.2	11.8	15.2	15.2	26.0	8.1	85,616	25,982	4,205	931	1,732	9,737	3,233
San Luis Obispo	159.4	.0697	30.6	18.1	15.2	13.9	29.3	60.4	635,041	172,041	82,810	31,274	28,192	91,557	27,008
Sierra	3.1	.0013	39.9	7.3	13.1	17.6	38.3	1.3	4,795	727	851	223		1,067	246
Siskiyou	40.2	.0176	34.0	10.3	14.9	17.5	31.1	15.4	144,567	52,843	14,583	2,162	2,579	13,277	7,050
Tehama	39.6	.0174	32.7	10.3	16.3	16.8	29.5	15.0	152,537	37,148	10,862	4,483	2,539	32,721	3,002
Trinity	12.2	.0053	33.6	7.9	16.2	16.8	30.9	4.7	21,850	9,042	2,346	2,099	170	398	1,105
Tuolumne	35.0	.0153	35.1	9.7	15.7	17.3	32.9	13.1	138,468	44,042	14,792	1,266	4,231	14,613	11,155
TOTAL METRO COUNTIES	**22,754.5**	**9.9585**	**30.3**	**13.7**	**18.4**	**17.1**	**24.2**	**8,367.8**	**103,478,984**	**23,871,614**	**10,589,277**	**13,819,620**	**5,215,439**	**16,742,193**	**3,782,308**
TOTAL STATE	**23,979.8**	**10.4945**	**30.3**	**13.6**	**18.2**	**17.1**	**24.4**	**8,814.2**	**106,154,389**	**25,239,282**	**11,071,528**	**14,079,364**	**5,354,854**	**17,375,729**	**4,022,473**

CAL. ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA - GARDEN GROVE	**20,095,279**	**25,925**	**3.2**	**9.2**	**24.3**	**52.6**	**1.0498**
Orange	20,095,279	25,925	3.2	9.2	24.3	52.6	1.0498
• Anaheim	2,187,315	24,474	3.4	9.9	27.2	48.4	.1131
Buena Park	575,035	25,649	2.5	7.7	29.6	52.3	.0327
Costa Mesa	779,670	22,580	3.9	11.6	26.3	43.6	.0612
Fullerton	1,159,001	26,638	3.0	8.4	23.7	54.3	.0587
• Garden Grove	1,103,896	25,150	2.9	8.5	28.8	50.5	.0576
Huntington Beach	1,803,911	27,954	2.5	7.1	23.0	59.3	.0903
La Habra	441,737	25,387	3.4	9.0	26.4	51.1	.0241
Newport Beach	1,115,306	29,760	3.2	8.1	18.7	58.1	.0542
Orange	895,167	25,711	3.4	9.1	24.0	52.1	.0540
• Santa Ana	1,503,684	20,710	4.7	13.4	29.3	37.4	.0955
Westminster	646,134	26,066	2.8	8.0	26.3	53.5	.0431
SUBURBAN TOTAL	15,300,384	26,976	3.1	8.6	22.8	55.3	.7836
BAKERSFIELD	**2,982,419**	**18,467**	**5.7**	**13.3**	**27.4**	**32.2**	**.1736**
Kern	2,982,419	18,467	5.7	13.3	27.4	32.2	.1736
• Bakersfield	893,149	20,042	5.0	11.1	24.5	37.5	.0666
SUBURBAN TOTAL	2,089,270	17,935	6.0	14.1	28.6	30.0	.1070
CHICO	**1,098,457**	**15,283**	**7.5**	**14.4**	**25.0**	**25.9**	**.0619**
Butte	1,098,457	15,283	7.5	14.4	25.0	25.9	.0619
• Chico	194,848	14,584	6.8	12.8	22.6	26.4	.0157
SUBURBAN TOTAL	903,609	15,406	7.7	14.7	25.5	25.7	.0462

ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
FRESNO	**3,774,004**	**17,551**	**6.3**	**14.0**	**26.3**	**30.6**	**.2217**
Fresno	3,774,004	17,551	6.3	14.0	26.3	30.6	.2217
• Fresno	1,667,085	17,432	6.1	13.0	26.0	30.4	.1054
SUBURBAN TOTAL	2,106,919	17,646	6.4	14.9	26.5	31.0	.1163
LOS ANGELES - LONG BEACH	**68,250,824**	**21,231**	**4.4**	**11.8**	**25.8**	**40.5**	**3.5761**
Los Angeles	68,250,824	21,231	4.4	11.8	25.8	40.5	3.5761
Alhambra	602,498	20,136	4.9	12.0	27.6	37.0	.0333
Arcadia	604,308	26,674	3.0	9.6	21.5	53.8	.0327
Baldwin Park	287,150	18,820	4.4	13.6	34.9	29.6	.0160
Bellflower	456,834	20,378	4.0	12.5	31.6	34.9	.0260
Burbank	848,080	21,900	4.0	13.0	27.9	41.1	.0422
Carson	584,650	25,686	2.6	8.9	28.2	52.2	.0374
Compton	389,455	16,840	5.8	16.0	33.6	22.6	.0239
Downey	874,392	25,616	2.6	9.0	26.5	51.8	.0509
El Monte	465,838	17,090	5.7	16.5	32.4	25.0	.0311
Gardena	418,012	23,716	4.0	9.9	27.2	46.0	.0228
Glendale	1,511,824	21,019	4.5	12.2	25.1	40.6	.0798
Hawthorne	516,481	22,185	3.6	12.6	31.6	40.5	.0287
Inglewood	800,296	19,579	4.4	14.2	30.5	34.3	.0421
Lakewood	694,541	26,512	2.0	6.9	28.4	55.7	.0340
• Long Beach	3,427,841	18,426	5.4	12.2	24.9	34.0	.1731
• Los Angeles	27,419,425	19,067	5.1	13.3	24.8	36.0	1.4223
Lynwood	288,306	18,488	5.0	13.2	33.8	28.5	.0164

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CAL. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Montebello	466,533	22,583	3.7	11.1	27.9	43.3	0245
Monterey Park	522,790	24,979	2.8	9.8	26.3	49.9	0248
Norwalk	604,056	23,535	2.4	8.4	35.8	44.1	0339
Pasadena	1,247,004	19,248	5.6	12.5	23.5	37.5	0691
Pico Rivera	363,061	22,970	3.1	9.9	33.6	42.9	0178
Pomona	664,754	19,374	5.3	13.3	29.0	33.5	0411
Redondo Beach	576,442	24,272	3.4	8.8	27.3	47.7	0306
Rosemead	266,537	18,696	5.0	13.0	31.5	30.5	0155
Santa Monica	988,098	18,802	5.0	13.8	25.1	35.3	0533
South Gate	443,294	17,544	5.1	16.0	32.1	26.7	0240
Torrance	1,384,252	28,393	2.2	7.3	22.6	60.0	0878
West Covina	765,402	28,803	1.9	5.8	23.5	62.4	0436
Whittier	748,962	24,544	3.9	9.8	23.3	48.8	0416
SUBURBAN TOTAL	37,403,558	23,111	3.8	10.6	26.4	44.8	1.9807
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***104,634,704***	***21,683***	***4.4***	***11.6***	***25.9***	***41.4***	***5.5275***
MODESTO	**2,335,716**	**20,456**	**5.6**	**12.3**	**23.7**	**39.5**	**.1255**
Stanislaus	2,335,716	20,456	5.6	12.3	23.7	39.5	.1255
• Modesto	1,059,061	23,437	4.5	9.8	22.5	46.4	0625
SUBURBAN TOTAL	1,276,655	18,447	6.5	14.1	24.7	34.4	.0630

ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OXNARD - SIMI VALLEY - VENTURA	**4,135,231**	**21,308**	**4.2**	**12.1**	**31.1**	**37.9**	**.2257**
Ventura	4,135,231	21,308	4.2	12.1	31.1	37.9	.2257
• Oxnard	708,051	18,271	5.4	16.1	33.4	28.2	.0453
• Simi Valley	551,018	23,628	2.2	7.8	39.8	43.4	.0301
• Ventura	698,966	21,184	4.5	11.8	29.1	38.0	.0417
SUBURBAN TOTAL	2,177,196	21,720	4.2	11.7	28.8	40.2	.1086
REDDING	**945,775**	**19,300**	**5.5**	**12.2**	**28.0**	**33.9**	**.0563**
Shasta	945,775	19,300	5.5	12.2	28.0	33.9	.0563
• Redding	390,020	19,633	5.1	11.9	28.9	33.5	0296
SUBURBAN TOTAL	555,755	19,075	5.8	12.4	27.3	34.2	.0267
RIVERSIDE - SAN BERNARDINO - ONTARIO	**12,153,370**	**18,637**	**5.6**	**13.3**	**27.6**	**32.6**	**.6759**
Riverside	5,219,072	17,692	5.9	14.0	26.5	30.8	.2977
• Riverside	1,429,392	20,995	4.4	11.3	26.8	39.2	.0845
San Bernardino	6,934,298	19,354	5.4	12.8	28.3	34.0	.3782
• Ontario	633,608	18,653	5.4	13.2	31.2	29.9	.0361
• San Bernardino	877,487	16,934	6.1	14.2	27.6	28.2	.0642
SUBURBAN TOTAL	9,212,883	18,498	5.8	13.5	27.4	32.4	.4911
SACRAMENTO	**9,404,593**	**21,252**	**4.5**	**11.7**	**27.4**	**39.8**	**.5012**
Placer	1,002,989	20,336	4.4	11.5	28.4	36.7	.0560

Sacramento is a 2-newspaper market

High newspaper readership

Sacramento is the only large Metro Market in the West where 2 newspapers compete head-to-head in the morning. Duplication is low. News interest is high. Combined, the two newspapers deliver a daily 69% penetration of the SMSA, the highest of any major western city.

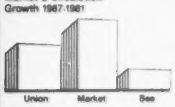
Western market newspaper penetration

Sacramento	Union/Bee	69%
Seattle	Post/Intell./ Times	55%
Portland	Oregonian/ Journal	53%
San Jose	Mercury/ News	44%
Los Angeles	Times/Her. Examiner	30%
San Francisco	Chronicle/ Examiner	27%

A two-newspaper market

The Sacramento SMSA has grown 67% during the period 1967-1981. In that same period, The Union showed a remarkable 42% growth, while The Bee grew only 22%. The Bee's share of the SMSA has shrunk from 60% to 44% in 14 years.

Market & Circulation Growth 1967-1981



The Union reaches more than 227,000 daily adult readers. Today's high readership and low duplication make The Union a Must Sacramento Buy.

The Sacramento Union

California's new basic buy
Represented nationally by Branham Newspaper Sales

SOURCE:
Calculations by The Sacramento Union Marketing Research Department, based on ABC reports.

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

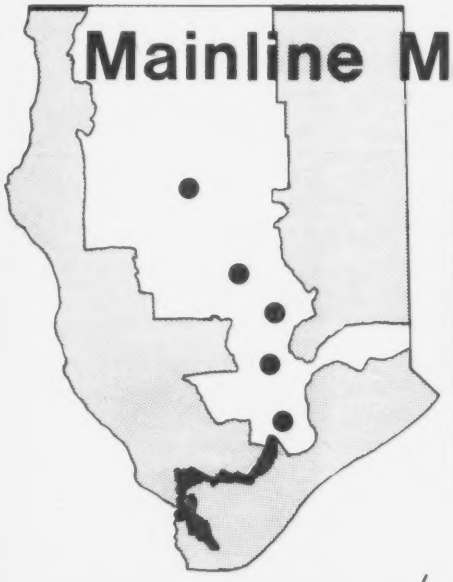
CAL. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Sacramento	7,516,624	21,884	4.4	11.4	26.8	41.6	.3964
• Sacramento	2,622,473	18,599	5.5	13.0	25.6	34.1	.1376
Yolo	384,980	18,106	5.8	13.5	29.4	30.3	.0488
SUBURBAN TOTAL	6,782,120	22,321	4.1	11.1	28.1	42.4	.3636
SALINAS - SEASIDE - MONTEREY	**2,394,491**	**19,612**	**5.1**	**14.1**	**28.3**	**35.1**	**.1301**
Monterey	2,394,491	19,612	5.1	14.1	28.3	35.1	.1301
• Monterey	261,207	20,480	4.9	13.5	29.3	36.7	.0163
• Salinas	654,981	20,608	4.6	11.7	28.6	37.3	.0413
• Seaside	229,084	15,579	6.3	20.2	33.1	19.3	.0144
SUBURBAN TOTAL	1,249,219	19,959	5.2	14.4	26.8	36.8	.0581
SAN DIEGO	**15,625,655**	**18,858**	**5.3**	**14.2**	**28.7**	**32.7**	**.8483**
San Diego	15,625,655	18,858	5.3	14.2	28.7	32.7	.8483
Chula Vista	676,158	19,727	4.4	13.2	30.9	34.2	.0378
El Cajon	617,279	19,595	5.2	12.2	31.1	33.0	.0487
National City	328,023	15,631	7.1	18.4	32.4	20.1	.0247
Oceanside	593,657	16,625	6.8	16.8	28.5	26.8	.0318
• San Diego	7,601,516	18,297	5.3	14.5	27.4	32.3	.4017
SUBURBAN TOTAL	8,024,139	19,361	5.2	13.9	30.2	33.1	.4466
SAN FRANCISCO - OAKLAND	**35,236,361**	**23,993**	**3.7**	**9.9**	**23.9**	**47.5**	**1.7490**
Alameda	10,829,390	22,450	4.2	10.4	24.9	43.4	.5521
Alameda	672,701	21,652	4.2	12.2	26.1	42.1	.0325
Berkeley	1,027,983	16,889	6.2	13.8	23.3	31.6	.0527
Fremont	1,295,014	28,522	1.7	5.2	23.9	63.0	.0684
Hayward	840,150	23,776	3.1	9.5	30.6	45.7	.0550
• Oakland	3,197,168	17,900	5.5	12.8	25.9	31.9	.1581
San Leandro	697,151	25,457	3.3	8.9	25.5	51.2	.0398

Northern California's

Mainline Markets



	FLAT RATE	GROUP RATE
REDDING RECORD SEARCHLIGHT	.54	.46
CHICO ENTERPRISE RECORD	.35	.31
OROVILLE MERCURY REGISTER	.23	.19
MARYSVILLE APPEAL DEMOCRAT	.33	.29
SACRAMENTO THE UNION	1.29	.99
TOTAL	2.74	2.24

Rate effective July 1, 1981
Guaranteed to January 1,1982

SAU STANDARD AD UNIT

save

18.2%

Northern California's largest discount group

11 counties
580,000 households
Over 200,000 daily circulation

Bradley

NEWSPAPER SALES

Allowance should be made for the 6 column format in Redding.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and sevices from consumer and industrial products manufacturers.

Who ever heard of Walnut Creek?

For starters, the people we do business with —

American Airlines	Carnation Co.	General Foods	Kraft Foods	Quaker Oats
American Honda	Coca Cola	General Mills	Lever Bros.	R. J. Reynolds
Anheuser-Busch	Colgate-Palmolive	General Motors	Pan Am	Toyota Motors
Armour	Eastern Airlines	Jim Beam	Pillsbury	TWA
Betty Crocker	Ford Motor	Kellogg's	Proctor & Gamble	United Air Lines

It just happens to be in the heart of the 4th most affluent marketplace in California — Contra Costa County.

Contra Costa County Group

2640 Shadelands Dr., Walnut Creek, CA 94598. (415) 943-8376

• Contra Costa Times • Valley Times • Antioch Daily Ledger • Pittsburg Post-Dispatch

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee and U.S. Suburban Press, Inc.

CAL. (cont.) — ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999	(B) $10,000–$14,999	(C) $15,000–$24,999	(D) $25,000 & Over	Buying Power Index
Contra Costa	6,927,077	25,640	3.0	8.4	24.5	52.0	.3393
Concord	997,710	26,308	2.4	7.6	26.8	54.7	.0560
Richmond	626,674	20,274	4.3	11.8	29.2	35.5	.0326
Marin	2,880,455	28,062	2.9	8.4	20.6	57.3	.1359
San Francisco	7,309,427	19,576	4.8	12.5	25.0	37.5	.3685
• San Francisco	7,309,427	19,576	4.8	12.5	25.0	37.5	.3685
San Mateo	7,290,012	28,569	2.6	7.4	21.2	59.5	.3532
Daly City	769,742	26,048	2.5	8.5	26.3	53.2	.0446
Redwood City	617,188	24,952	3.3	9.6	25.0	49.9	.0342
San Mateo	1,002,737	27,643	2.8	8.6	21.3	56.8	.0526
South San Francisco	498,491	27,000	2.2	6.9	25.4	56.7	.0246
SUBURBAN TOTAL	24,729,766	26,337	3.1	8.4	23.2	53.6	1.2224
SAN FRANCISCO OAKLAND-SAN JOSE CONSOLIDATED AREA	**55,374,999**	**24,519**	**3.7**	**8.8**	**23.4**	**48.8**	**2.7982**

ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999	(B) $10,000–$14,999	(C) $15,000–$24,999	(D) $25,000 & Over	Buying Power Index
SAN JOSE	**14,949,499**	**29,239**	**2.8**	**7.2**	**19.9**	**60.3**	**.7355**
Santa Clara	14,949,499	29,239	2.8	7.2	19.9	60.3	.7355
Mountain View	817,504	27,572	2.6	8.5	23.5	56.6	.0410
Palo Alto	823,930	31,184	3.0	7.8	17.8	60.9	.0415
• San Jose	6,550,202	28,119	3.1	7.5	20.5	58.1	.3213
Santa Clara	977,136	28,640	2.9	7.7	20.8	58.9	.0563
Sunnyvale	1,364,228	30,862	2.1	6.4	20.2	64.6	.0669
SUBURBAN TOTAL	8,399,297	30,409	2.5	7.0	19.3	62.3	.4142
SANTA BARBARA - SANTA MARIA - LOMPOC	**2,667,543**	**20,730**	**5.0**	**12.4**	**26.1**	**39.1**	**.1432**
Santa Barbara	2,667,543	20,730	5.0	12.4	26.1	39.1	.1432
• Lompoc	202,963	20,376	5.7	12.5	29.9	35.6	.0110
• Santa Barbara	708,510	17,134	5.8	14.1	25.2	30.9	.0435
• Santa Maria	343,271	21,177	5.0	11.6	29.1	38.5	.0242
SUBURBAN TOTAL	1,412,799	23,044	4.4	11.5	25.2	45.1	.0645

ADI *DISCOUNT* SUPER/MARKET

* **Maximum penetration of the isolated Central Coast of California**

** **Over $4 billion E.B.I.—more than 500,000 people**

*** **Discounted Rates (6 months guarantee)**

**** **One order — One bill**

4 Daily Newspapers

- **SANTA CRUZ**
- **WATSONVILLE**
- **HOLLISTER**
- **MONTEREY**

SAU STANDARD AD UNIT

Branham HANDLES US.

CAL (cont.) ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SANTA CRUZ	**1,457,633**	**16,190**	**6.2**	**13.7**	**23.8**	**29.1**	**.0847**
Santa Cruz	1,457,633	16,190	6.2	13.7	23.8	29.1	.0847
• Santa Cruz	311,542	13,419	6.8	13.9	21.2	24.6	.0241
SUBURBAN TOTAL	1,146,091	17,073	6.0	13.6	24.5	30.5	.0606
SANTA ROSA	**2,574,188**	**18,882**	**5.2**	**12.2**	**25.5**	**33.8**	**.1428**
Sonoma	2,574,188	18,882	5.2	12.2	25.5	33.8	.1428
• Santa Rosa	823,077	20,498	4.9	11.9	23.0	38.6	.0500
SUBURBAN TOTAL	1,751,111	18,262	5.4	12.3	26.5	31.8	.0928
STOCKTON	**2,878,284**	**19,975**	**5.1**	**11.3**	**26.2**	**36.3**	**.1560**
San Joaquin	2,878,284	19,975	5.1	11.3	26.2	36.3	.1560
• Stockton	1,274,356	18,747	5.5	11.3	24.7	34.1	.0711
SUBURBAN TOTAL	1,603,928	20,907	4.7	11.3	27.5	38.2	.0849
VALLEJO - FAIRFIELD - NAPA	**2,614,040**	**19,227**	**5.0**	**13.7**	**29.7**	**32.8**	**.1419**
Napa	676,676	16,628	5.6	14.9	33.3	22.0	.0395
• Napa	363,961	17,021	5.3	15.1	35.0	21.6	.0247
Solano	1,937,364	20,723	4.8	13.1	28.2	37.6	.1024
• Fairfield	465,553	22,216	3.4	12.6	31.5	41.0	.0255
• Vallejo	671,978	20,396	4.8	13.1	27.9	36.1	.0365
SUBURBAN TOTAL	1,112,548	18,516	5.7	13.8	28.1	32.2	.0552
VISALIA - TULARE - PORTERVILLE	**1,628,199**	**16,205**	**7.1**	**16.3**	**26.1**	**27.6**	**.0970**
Tulare	1,628,199	16,205	7.1	16.3	26.1	27.6	.0970
• Porterville	121,869	14,058	7.4	13.0	25.9	21.6	.0103
• Tulare	149,445	15,736	7.4	16.4	25.2	27.2	.0103
• Visalia	443,596	20,534	5.2	12.6	24.5	38.5	.0305
SUBURBAN TOTAL	913,289	15,316	7.8	18.3	26.6	24.3	.0459
YUBA CITY	**701,636**	**15,688**	**6.8**	**18.0**	**28.1**	**24.3**	**.0402**
Sutter	399,983	17,883	6.3	14.9	28.2	30.5	.0222
• Yuba City	146,715	16,396	7.4	15.4	29.8	24.9	.0103
Yuba	301,653	14,019	7.2	21.3	28.1	17.7	.0180
SUBURBAN TOTAL	554,921	15,507	6.6	18.7	27.8	24.1	.0299

ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Alpine	8,273	17,625	1.5	16.8	25.9	31.0	.0003
Amador	143,556	16,262	5.1	17.1	30.3	23.9	.0088
Calaveras	144,401	14,702	6.5	15.8	28.5	20.5	.0074
Colusa	108,734	18,481	5.8	13.7	25.3	34.9	.0055
Del Norte	127,678	16,746	5.4	15.8	33.7	22.6	.0074
El Dorado	639,746	16,842	6.2	14.8	30.5	25.6	.0376
Glenn	164,580	17,859	5.9	14.8	28.1	30.7	.0087
Humboldt	953,350	20,069	5.2	11.2	28.0	35.7	.0503
Imperial	525,957	15,531	6.9	17.3	28.1	23.6	.0338
Inyo	153,629	19,204	4.5	10.8	30.6	31.2	.0087
Kings	490,786	16,879	6.4	16.1	28.2	28.2	.0277
Lake	210,419	10,134	9.4	16.5	21.9	12.2	.0131
Lassen	139,491	16,335	5.8	16.8	32.6	22.3	.0081
Madera	420,039	16,064	7.2	15.8	26.1	27.1	.0232
Mariposa	55,069	10,751	9.4	20.8	25.0	7.4	.0035
Mendocino	502,424	17,114	5.8	14.2	29.4	27.1	.0300
Merced	943,432	17,383	6.0	15.6	27.9	29.9	.0525
Modoc	57,423	15,278	8.7	15.1	29.5	21.4	.0033
Mono	61,842	16,517	5.1	15.1	41.0	15.2	.0040
Nevada	372,881	15,408	6.3	15.8	29.2	22.2	.0216
Plumas	136,243	17,844	4.5	14.6	34.1	26.0	.0078
San Benito	168,737	17,865	5.3	14.5	29.3	29.8	.0096
San Luis Obispo	1,115,200	15,285	7.0	15.0	27.7	23.1	.0644
Sierra	25,067	15,000	4.9	15.6	24.4	25.6	.0010
Siskiyou	310,909	18,322	5.0	12.4	32.0	28.7	.0166
Tehama	281,765	16,775	5.6	14.7	31.7	24.7	.0160
Trinity	83,906	17,054	6.2	13.4	37.5	19.1	.0040
Tuolumne	210,725	14,337	5.8	17.7	30.8	16.7	.0131
TOTAL METRO COUNTIES	**207,903,197**	**21,624**	**4.5**	**11.6**	**25.7**	**41.2**	**10.9314**
TOTAL STATE	**216,459,459**	**21,322**	**4.6**	**11.7**	**25.8**	**40.6**	**11.4244**

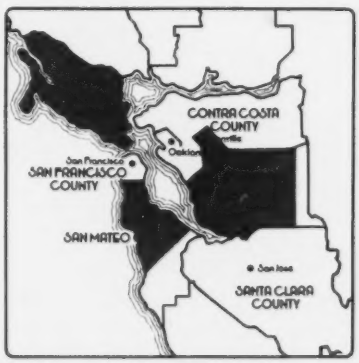
We span the Golden Gate!

Make the most of your print budget. Get the Best of the Bay with the Golden Gate Suburban Groups all-in-one newspaper package. A 1-order, 1-bill package with a built in 6% line rate savings, plus Newsplan discount.

The Golden Gate Suburban Group Market:

Population	1,323,000
Households	494,000
Effective Buying Income Per Household	$25,911*
Total Effective Buying Income (EBI)	$12.8 Billion
Total Retail Sales	$6.4 Billion
San Francisco ADI Penetration	10.4%

The Golden Gate Suburban Group provides 10.4% penetration of the San Francisco ADI.
*Over 725 million dollars in extra buying potential from GGSG's prime circulation area, when compared to six County Bay Area Household EBI.



The Golden Gate Suburban Group newspapers:

The **Independent Journal,** serves Marin County. ABC daily paid circulation: 45,558.

The San Mateo Times, the only daily newspaper published in San Mateo County. ABC daily paid circulation: 49,793.

Alameda County Bay Sparks Newspapers, serve Southern Alameda County. The Hayward Daily Review, ABC daily circulation: 43,306. The Fremont-Newark Argus, ABC daily paid circulation: 20,022. The Livermore Tri-Valley Herald, ABC daily paid circulation: 14,655. The News, published Wednesday, Friday and Sunday, verified audited circulation: 18,757. The San Ramon Valley Herald, published daily, verified audited circulation: 15,523.

Total GGSG Circulation: 207,614.

The GGSG is a 1-order, 1-bill newspaper buy. The rate is $2.35 per line, representing a 6% discount, plus a Newsplan discount. Insertion orders are to continue to be sent to: Golden Gate Suburban Group, c/o California Newspaper Markets, P.O. Box 1427, Burlingame, California 94010, (415)342-9438.

GOLDEN GATE SUBURBAN GROUP

1450 Chapin Ave.,
Burlingame, Calif. 94010 (415) 342-9438

Represented by California Newspaper Markets, Burlingame, California and Western Dailies, New York, Detroit and Chicago.

COLORADO

COLO. ESTIMATES	POPULATION--12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLORADO SPRINGS	**323.3**	**.1414**	**25.7**	**18.2**	**19.2**	**16.1**	**15.9**	**114.1**	**1,349,232**	**266,568**	**93,682**	**162,315**	**89,103**	**289,211**	**25,417**
El Paso	314.9	.1378	25.5	18.4	19.3	16.1	15.7	111.1	1,328,163	262,448	92,065	161,821	88,737	288,470	24,758
• Colorado Springs	219.5	.0961	27.1	15.2	19.9	16.0	18.3	83.3	1,198,054	236,781	79,729	149,660	79,273	280,906	23,175
Teller	8.4	.0036	31.2	8.1	18.8	17.7	25.2	3.0	21,069	4,120	1,617	494	366	741	659
SUBURBAN TOTAL	103.8	.0453	23.6	24.3	18.2	16.3	10.8	30.8	151,178	29,787	13,953	12,655	9,830	8,305	2,242
DENVER - BOULDER	**1,648.6**	**.7215**	**29.1**	**13.7**	**21.6**	**18.0**	**19.3**	**628.2**	**8,073,046**	**1,745,191**	**689,374**	**1,045,150**	**446,430**	**1,582,993**	**186,084**
Adams	250.7	.1098	27.2	12.1	23.5	18.9	12.9	87.5	1,215,429	326,471	70,292	195,937	43,480	199,233	18,201
Arapahoe	304.3	.1332	28.9	11.7	20.9	20.5	16.8	111.8	1,783,042	291,229	113,587	308,193	65,920	491,613	34,316
Aurora	161.9	.0709	28.0	15.3	24.1	18.7	14.4	61.5	873,680	208,913	54,636	170,392	34,550	132,371	13,076
Boulder	193.9	.0848	27.6	20.0	22.9	15.7	17.2	71.4	918,502	200,537	75,738	65,280	62,704	171,955	29,630
• Boulder	77.0	.0337	25.5	28.7	22.7	13.2	15.4	29.4	430,090	91,376	42,268	33,925	33,779	62,216	10,682
Denver	488.2	.2137	30.7	16.0	19.7	15.1	26.4	212.7	2,327,660	519,328	282,525	220,054	189,050	308,247	53,562
• Denver	488.2	.2137	30.7	16.0	19.7	15.1	26.4	212.7	2,327,660	519,328	282,525	220,054	189,050	308,247	53,562
Douglas	26.6	.0116	29.7	8.2	19.4	19.7	20.0	8.3	41,753	15,412	2,551	373	1,168	8,686	1,594
Gilpin	2.5	.0011	33.9	9.6	17.6	17.9	30.1	1.0	4,352	547	1,776	65		65	52
Jefferson	382.4	.1673	29.5	10.6	22.5	20.3	17.4	135.5	1,782,308	391,667	142,905	255,248	84,108	403,194	48,729
Arvada	87.7	.0384	28.3	8.0	23.7	21.9	12.2	29.0	273,602	65,484	20,790	43,984	8,782	19,257	6,607
Lakewood	113.8	.0498	29.6	10.5	24.1	20.2	16.7	41.8	844,843	103,498	62,041	178,684	61,170	262,034	15,398
SUBURBAN TOTAL	1,083.4	.4741	28.8	11.6	22.3	19.7	16.3	386.1	5,315,296	1,134,487	364,581	791,171	223,601	1,212,530	121,840
FORT COLLINS	**153.9**	**.0673**	**27.2**	**21.3**	**19.4**	**13.6**	**21.2**	**56.4**	**716,672**	**143,861**	**55,963**	**69,453**	**45,531**	**148,730**	**15,722**
Larimer	153.9	.0673	27.2	21.3	19.4	13.6	21.2	56.4	716,672	143,861	55,963	69,453	45,531	148,730	15,722
• Fort Collins	66.2	.0290	24.3	32.4	18.1	11.3	17.3	23.3	414,431	90,646	35,164	64,607	25,521	83,773	4,887
SUBURBAN TOTAL	87.7	.0383	29.8	13.0	20.4	15.3	24.2	33.1	302,241	53,215	20,799	4,846	20,010	64,957	10,835
GREELEY	**126.0**	**.0552**	**27.7**	**17.5**	**18.1**	**15.0**	**21.8**	**44.1**	**388,538**	**88,067**	**29,706**	**47,595**	**24,183**	**68,675**	**7,886**
Weld	126.0	.0552	27.7	17.5	18.1	15.0	21.8	44.1	388,538	88,067	29,706	47,595	24,183	68,675	7,886
• Greeley	54.0	.0236	25.8	25.9	17.7	13.0	20.7	19.8	293,954	72,068	15,262	47,033	15,887	55,582	6,061
SUBURBAN TOTAL	72.0	.0316	29.1	11.2	18.6	16.5	22.6	24.3	94,584	15,999	14,444	562	8,296	13,093	1,825
PUEBLO	**126.3**	**.0553**	**30.1**	**13.4**	**16.7**	**17.0**	**24.8**	**45.8**	**510,789**	**124,039**	**37,516**	**76,342**	**30,566**	**103,439**	**10,180**
Pueblo	126.3	.0553	30.1	13.4	16.7	17.0	24.8	45.8	510,789	124,039	37,516	76,342	30,566	103,439	10,180
• Pueblo	101.8	.0446	30.6	13.4	16.0	17.4	25.5	37.7	470,672	116,956	35,571	63,356	26,824	101,578	9,528
SUBURBAN TOTAL	24.5	.0107	28.3	13.2	19.3	15.4	21.7	8.1	40,117	7,083	1,945	12,986	3,742	1,861	652

There's good News in D r
for people who like s...

And, the numbers are remarkable!

The Audit Bureau of Circulations Publishers' Statements for the six months ended March 31, 1981, show the News weekday circulation

leading the Post in the Denver City Zone by

21,888

leading the Post in the Denver-Boulder SMSA by

15,675

and leading the Post in total circulation by

12,021

Remarkable numbers. Remarkable newspaper.

Source: Audit Bureau of Circulations March 31, 1981 Publisher's Statements both newspapers

The Rocky Mountain News

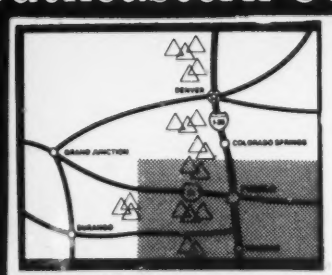
...FIRST IN COLORADO

A Scripps-Howard Newspaper
Represented nationally by Story & Kelly-Smith, Inc
ATLANTA—NEW YORK—BOSTON—SAN FRANCISCO—CHICAGO—DALLAS—LOS ANGELES—PHILADELPHIA—DETROIT

COLO. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Alamosa	11.8	.0051	25.3	23.1	16.4	13.3	20.8	4.0	63,151	14,881	4,472	9,220	5,797	8,907	773
Archuleta	3.7	.0016	28.6	10.9	18.1	16.1	22.3	1.3	14,734	3,421	867	68	176	1,841	218
Baca	5.4	.0024	33.7	9.7	15.2	17.5	30.6	2.0	17,196	2,317	659	779	69	2,870	306
Bent	5.9	.0026	35.5	10.1	13.7	17.4	33.2	2.0	14,122	2,956	514	746		2,077	288
Chaffee	13.5	.0059	31.5	11.3	17.2	16.9	27.0	4.9	69,071	19,630	4,446	2,618	845	11,753	1,959
Cheyenne	2.1	.0009	32.5	10.1	15.4	15.2	31.0	.8	6,451	2,957	482		464	611	150
Clear Creek	7.5	.0033	30.2	9.8	23.6	16.1	22.6	3.0	25,098	7,777	4,042	573	164	774	293
Conejos	7.8	.0034	27.5	11.1	14.3	14.4	24.9	2.4	12,532	4,781	336	59		334	224
Costilla	3.1	.0014	29.6	12.3	14.0	13.4	29.0	1.0	3,002	1,319	316	158	38		78
Crowley	3.0	.0013	39.0	8.4	12.7	15.5	38.6	1.1	3,315	664	232		72	1,110	183
Custer	1.6	.0007	40.8	7.2	11.1	17.1	39.5	.6	1,105	441	111	54		56	
Delta	21.7	.0095	40.2	7.5	12.1	14.4	40.6	8.1	69,130	18,407	3,330	2,131	1,947	17,470	2,380
Dolores	1.7	.0007	30.7	10.1	16.5	16.6	26.2	.6	4,201	464	215			2,522	
Eagle	13.7	.0060	27.3	14.6	24.0	15.1	16.4	5.4	110,370	26,646	20,547	519	1,269	586	1,947
Elbert	7.1	.0032	34.5	7.3	16.0	16.4	32.9	2.4	7,638	1,885	643	69	100	145	74
Fremont	29.1	.0127	36.5	9.6	15.4	15.5	36.0	10.3	81,569	21,650	6,676	5,091	4,827	11,905	1,905
Garfield	23.1	.0101	31.4	11.9	17.4	15.9	27.6	8.4	129,225	28,462	7,452	1,543	4,109	33,085	6,643
Grand	7.7	.0034	30.2	9.8	16.6	19.4	22.7	2.9	37,897	9,995	4,717	866	153	3,402	772
Gunnison	10.9	.0047	23.8	35.7	16.1	12.7	15.0	3.9	49,545	19,481	6,753	237	1,955	5,219	504
Hinsdale	.4	.0002	37.1	4.0	16.8	19.3	33.5	.2	1,783		221	56		56	87
Huerfano	6.4	.0028	38.6	7.0	13.4	14.7	38.9	2.4	19,134	5,974	1,165	148	518	2,379	703
Jackson	1.9	.0009	30.0	12.1	23.3	16.6	21.7	.7	7,231	2,934	937		46	1,035	118
Kiowa	1.9	.0008	33.3	8.4	17.5	15.7	31.3	.7	4,418	778	528		319	114	193
Kit Carson	7.6	.0034	31.9	9.0	17.8	16.0	28.5	2.8	33,099	8,545	1,027	776	1,391	5,299	1,066
Lake	8.9	.0039	27.7	13.6	23.9	18.1	14.4	3.0	31,474	10,661	3,736	688	868	6,142	1,032
La Plata	28.1	.0123	29.3	14.9	15.0	16.1	25.4	10.1	140,743	33,686	14,587	10,172	6,830	14,666	2,468
Las Animas	14.8	.0065	34.5	13.5	11.9	13.9	35.6	5.4	45,776	14,527	2,615	3,723	768	8,221	1,130
Lincoln	4.6	.0020	36.1	7.8	15.6	16.7	34.5	1.8	29,666	4,223	3,181	430	578	7,054	979
Logan	19.9	.0087	30.1	14.3	16.1	16.4	25.7	7.3	88,967	17,812	5,318	7,122	5,190	17,176	1,018
Mesa	83.7	.0366	31.9	11.8	16.1	16.5	28.5	30.7	446,788	86,034	27,581	56,460	29,397	91,832	4,716
Mineral	.8	.0004	30.3	13.1	25.8	16.1	21.7	.3	2,279	1,237	145				58
Moffat	13.7	.0060	30.8	8.4	18.4	17.5	24.8	4.8	80,449	24,301	5,926	3,263	588	19,824	2,679
Montezuma	16.8	.0073	30.6	9.1	16.9	17.4	25.2	5.8	92,456	21,726	9,196	5,942	4,458	20,421	3,074
Montrose	24.8	.0109	32.0	8.5	17.8	17.5	27.1	8.7	107,301	26,197	6,921	4,253	3,232	20,014	3,511
Morgan	22.7	.0099	31.8	9.7	16.9	16.4	28.1	8.1	105,959	18,232	7,163	10,278	1,460	21,695	647
Otero	22.4	.0098	31.5	11.1	15.7	15.3	29.3	8.0	80,750	24,145	4,170	6,097	4,650	14,570	2,126
Ouray	2.0	.0009	33.0	7.7	18.8	15.7	30.5	.7	4,276	350	968	150	45	65	62
Park	5.6	.0025	32.7	6.8	17.3	19.0	27.0	2.0	7,367	1,959	754	60	99	56	208
Phillips	4.6	.0020	37.7	7.3	14.3	16.3	36.6	1.8	16,901	2,569	660	2,845	184	5,737	1,238
Pitkin	10.7	.0047	28.5	15.5	32.0	18.1	11.0	4.7	125,294	15,898	23,984		7,681	1,320	5,184
Prowers	13.0	.0056	29.8	11.8	17.3	15.1	25.9	4.7	65,927	17,868	4,344	5,965	3,067	8,312	2,443
Rio Blanco	6.4	.0028	29.3	15.3	16.9	17.7	22.8	2.2	19,633	6,519	2,334	62	736	434	258
Rio Grande	10.5	.0046	30.8	10.5	15.4	15.9	27.6	3.5	37,566	12,905	1,467	738	3,284	6,200	959
Routt	14.0	.0061	29.9	11.6	18.8	16.0	24.5	5.2	68,637	15,798	6,896	1,484	1,916	5,682	2,846
Saguache	3.9	.0017	29.7	11.1	15.7	15.1	26.5	1.4	8,223	1,874	611		42	2,538	518
San Juan	.8	.0004	27.2	12.8	16.3	17.7	19.5	.3	3,571	582	330				
San Miguel	3.3	.0014	29.8	9.1	19.9	15.8	23.8	1.3	12,194	2,697	1,666	251	311	2,018	623
Sedgwick	3.2	.0014	36.3	8.0	13.3	16.8	34.6	1.3	19,871	4,729	1,638	319	737	4,690	368
Summit	9.4	.0042	27.5	11.9	26.5	15.7	14.4	3.8	68,962	19,230	15,209	1,262	978	1,302	958
Washington	5.3	.0023	35.3	8.1	15.9	18.0	32.4	2.0	16,518	6,161	395	1,138	109	1,111	409
Yuma	9.8	.0042	36.0	8.1	15.2	16.0	35.0	3.7	35,952	7,774	1,929	4,517	1,720	8,518	553
TOTAL METRO COUNTIES	**2,378.1**	**1.0407**	**28.5**	**15.0**	**20.6**	**17.3**	**19.4**	**888.6**	**11,038,277**	**2,367,726**	**906,241**	**1,400,855**	**635,813**	**2,193,048**	**245,289**
TOTAL STATE	**2,940.4**	**1.2869**	**29.0**	**14.4**	**20.0**	**17.0**	**20.9**	**1,093.1**	**13,586,794**	**2,973,825**	**1,130,653**	**1,553,785**	**739,000**	**2,596,196**	**306,218**

DISCOVER PUEBLO

Southeastern Colorado's Regional Marketplace



A recent survey by Research Service Inc., 1979, shows Pueblo as the regional Marketplace for sixteen prosperous counties in Southeastern Colorado. ONLY The Chieftain and Star-Journal can reach this vast area with merchandiseable coverage. Offering 86.7%* penetration in the Pueblo PMA.

The Pueblo Chieftain

PUEBLO STAR-JOURNAL

REPRESENTED BY BRANHAM NEWSPAPER SALES

*Source ABC FAS FAX

COLO. ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
COLORADO SPRINGS	**2,259,704**	**16,384**	**6.4**	**18.6**	**32.1**	**23.2**	**.1324**
El Paso	2,221,246	16,535	6.3	18.4	32.2	23.6	.1300
• Colorado Springs	1,537,061	16,221	6.4	17.7	31.9	22.7	.0988
Teller	38,458	11,559	10.1	24.7	24.9	9.5	.0024
SUBURBAN TOTAL	722,643	16,780	6.2	20.9	32.5	24.7	.0336
DENVER - BOULDER	**15,274,950**	**21,800**	**4.0**	**11.6**	**30.2**	**40.1**	**.8160**
Adams	2,047,916	22,022	3.2	11.1	38.3	37.8	.1160
Arapahoe	2,766,967	22,175	4.0	11.9	32.0	40.5	.1584
Aurora	1,485,765	21,833	3.7	13.3	34.7	38.9	.0823
Boulder	1,754,301	22,220	4.3	10.9	25.7	42.5	.0939
• Boulder	714,311	21,015	5.0	11.4	24.1	40.7	.0398
Denver	5,023,650	19,630	4.9	13.0	26.6	36.5	.2535
• Denver	5,023,650	19,630	4.9	13.0	26.6	36.5	.2535
Douglas	144,824	15,975	6.1	19.0	35.7	18.4	.0076
Gilpin	12,797	11,136	2.2	20.6	22.6	13.2	.0007
Jefferson	3,524,495	24,237	2.8	9.5	31.1	47.3	.1859
Arvada	729,059	24,279	2.0	7.8	37.0	46.9	.0363
Lakewood	1,108,279	24,739	2.6	8.7	31.2	49.0	.0668
SUBURBAN TOTAL	9,536,989	22,749	3.4	10.9	32.5	42.1	.5227
FORT COLLINS	**1,207,129**	**18,395**	**5.7**	**13.6**	**29.1**	**31.0**	**.0689**
Larimer	1,207,129	18,395	5.7	13.6	29.1	31.0	.0689
• Fort Collins	509,681	17,897	6.0	14.4	27.9	30.5	.0327
SUBURBAN TOTAL	697,448	18,758	5.5	13.1	29.7	31.5	.0362
GREELEY	**857,840**	**16,802**	**6.3**	**15.6**	**29.3**	**26.0**	**.0469**
Weld	857,840	16,802	6.3	15.6	29.3	26.0	.0469
• Greeley	408,119	17,062	6.1	14.3	27.6	28.3	.0251
SUBURBAN TOTAL	449,721	16,607	6.5	16.6	30.8	24.2	.0218
PUEBLO	**892,239**	**17,568**	**5.2**	**14.2**	**33.3**	**25.8**	**.0515**
Pueblo	892,239	17,568	5.2	14.2	33.3	25.8	.0515
• Pueblo	736,213	17,660	5.1	13.8	33.1	26.2	.0438
SUBURBAN TOTAL	156,026	17,202	5.6	15.7	34.2	24.3	.0077
OTHER COUNTIES							
Alamosa	83,388	17,062	5.8	16.1	26.8	29.3	.0053
Archuleta	18,602	12,722	8.8	25.2	25.4	10.8	.0012
Baca	33,554	12,824	7.7	18.2	23.8	18.0	.0020
Bent	29,498	11,113	8.6	22.3	23.3	9.7	.0017
Chaffee	76,223	14,460	6.2	17.8	37.5	10.3	.0054
Cheyenne	13,452	14,448	6.0	19.3	30.6	17.4	.0007
Clear Creek	61,830	19,836	4.8	11.6	34.9	32.0	.0032
Conejos	28,375	9,168	10.2	17.6	19.2	9.2	.0019
Costilla	11,883	8,343	11.2	14.9	16.8	9.4	.0005
Crowley	14,645	11,923	8.5	18.4	29.6	8.3	.0010

COLO. ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Custer	8,037	10,071	11.0	17.0	22.3	11.0	.0003
Delta	122,766	11,628	8.9	16.8	23.9	15.3	.0074
Dolores	7,421	10,643	9.7	27.4	15.8	11.3	.0005
Eagle	112,131	17,829	4.4	18.2	36.7	25.8	.0077
Elbert	25,572	8,493	10.6	19.3	19.2	3.8	.0016
Fremont	156,376	11,548	8.6	17.2	25.8	12.2	.0094
Garfield	158,240	16,362	6.2	17.9	30.6	24.3	.0104
Grand	52,742	16,102	5.0	19.6	35.5	19.1	.0034
Gunnison	72,485	14,170	8.2	18.3	29.3	17.7	.0044
Hinsdale	5,053	18,750		10.5	10.0	46.5	.0002
Huerfano	36,469	11,462	9.3	17.8	25.4	11.8	.0021
Jackson	14,877	19,200	7.1	14.6	38.1	27.2	.0010
Kiowa	10,780	13,743	6.1	22.5	24.0	19.4	.0006
Kit Carson	50,550	14,500	7.6	19.4	27.7	20.3	.0031
Lake	60,079	19,283	3.0	9.9	47.0	24.6	.0034
La Plata	157,373	12,954	6.8	21.0	26.8	14.4	.0112
Las Animas	69,587	10,057	9.2	17.6	22.6	10.0	.0047
Lincoln	25,847	13,015	6.5	18.4	29.6	12.6	.0021
Logan	132,347	16,125	5.7	16.9	31.7	22.2	.0081
Mesa	599,803	16,715	6.7	15.2	27.2	27.7	.0378
Mineral	3,123	11,054	7.0	43.6	14.7		.0002
Moffat	94,040	17,784	5.4	12.5	31.4	27.6	.0063
Montezuma	84,586	13,078	7.2	20.2	29.5	12.6	.0066
Montrose	130,381	12,693	7.4	19.2	26.4	14.5	.0092
Morgan	144,424	15,725	6.2	16.1	31.7	21.0	.0092
Otero	113,355	11,799	7.9	19.6	26.5	10.9	.0076
Ouray	7,867	11,254	11.3	38.6	20.9	1.1	.0005
Park	18,536	8,139	8.5	25.6	13.5	2.9	.0012
Phillips	34,902	16,490	5.9	15.1	25.9	28.1	.0020
Pitkin	131,390	23,169	3.9	12.7	25.4	44.9	.0084
Prowers	72,478	12,316	8.4	18.7	25.0	14.9	.0052
Rio Blanco	41,101	16,534	6.1	18.7	32.6	21.4	.0023
Rio Grande	65,398	14,812	8.7	17.7	27.2	22.1	.0038
Routt	84,203	13,792	6.9	20.0	26.0	19.3	.0057
Saguache	15,779	8,704	15.3	17.4	14.7	8.0	.0011
San Juan	6,252	19,640	4.3	10.0	55.4	21.6	.0003
San Miguel	14,936	10,297	11.2	31.2	16.2	4.9	.0010
Sedgwick	24,243	14,682	4.4	16.4	24.6	24.3	.0016
Summit	95,631	24,165	5.1	8.2	23.3	47.6	.0057
Washington	37,342	15,450	6.6	17.9	25.9	25.4	.0019
Yuma	67,592	15,336	6.4	15.0	26.2	25.0	.0037
TOTAL METRO COUNTIES	**20,491,862**	**20,360**	**4.6**	**13.0**	**30.5**	**35.9**	**1.1157**
TOTAL STATE	**24,029,406**	**19,196**	**5.1**	**13.8**	**29.9**	**32.9**	**1.3415**

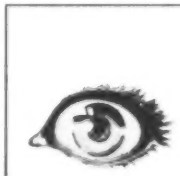
CONNECTICUT

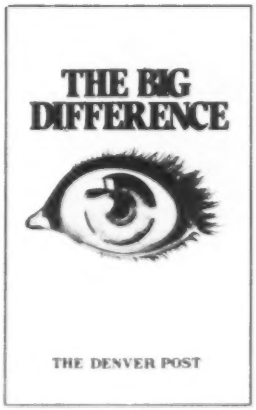
CONN. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**807.2**	**.3532**	**33.5**	**10.9**	**15.6**	**18.8**	**28.8**	**283.3**	**3,626,997**	**762,991**	**287,914**	**374,728**	**199,606**	**475,040**	**92,986**
Fairfield	807.2	.3532	33.5	10.9	15.6	18.8	28.8	283.3	3,626,997	762,991	287,914	374,728	199,606	475,040	92,986
• Bridgeport	141.3	.0618	33.1	14.6	15.9	15.2	31.8	54.8	476,134	111,000	37,703	45,116	32,565	68,355	18,565
• Danbury	61.2	.0268	31.6	12.4	18.3	16.7	27.1	21.5	408,717	65,717	29,820	57,399	24,026	47,119	3,553
Fairfield	54.7	.0239	34.6	12.1	12.9	19.2	30.3	18.4	270,580	74,767	23,543	18,480	17,877	38,611	6,811
Greenwich	59.5	.0260	38.3	9.0	11.9	20.3	34.2	21.5	306,982	65,921	28,493	15,906	12,087	62,605	6,173
• Norwalk	77.6	.0340	32.5	10.8	17.5	18.8	26.8	28.6	453,638	91,468	31,734	50,074	24,160	62,796	3,625
• Stamford	101.8	.0446	33.7	10.4	16.1	19.3	28.7	38.0	498,661	94,497	34,701	79,429	33,682	55,925	13,325
Stratford	50.5	.0221	36.3	11.0	13.7	18.5	33.0	18.0	145,760	31,101	18,555	9,189	6,358	23,382	7,459
SUBURBAN TOTAL	425.3	.1860	34.1	9.7	14.5	20.2	28.5	140.4	1,789,847	400,309	153,956	142,710	85,173	240,845	53,918
HARTFORD - NEW BRITAIN - BRISTOL	**1,051.1**	**.4601**	**31.5**	**13.2**	**16.6**	**17.3**	**26.9**	**376.1**	**4,281,274**	**986,034**	**426,283**	**521,936**	**184,642**	**588,235**	**145,689**
Hartford	805.7	.3527	32.2	12.6	16.2	17.5	27.9	292.3	3,433,014	771,264	346,986	413,006	161,532	463,205	117,894
• Bristol	57.4	.0251	31.0	12.2	16.6	17.6	25.7	20.7	237,700	63,942	16,076	23,853	8,445	53,539	6,201
East Hartford	52.1	.0228	30.7	14.7	17.9	17.3	25.1	19.7	209,017	57,207	20,078	9,487	5,873	38,175	8,704
Enfield	42.4	.0186	28.6	8.2	20.9	18.2	18.5	13.0	235,724	42,701	15,786	56,019	13,228	30,794	4,834
• Hartford	134.6	.0589	31.0	17.1	17.0	14.1	29.0	53.7	437,905	64,999	75,136	57,736	20,930	58,288	19,898
Manchester	49.8	.0218	32.9	12.4	16.9	16.1	30.3	18.9	275,755	77,085	26,434	39,324	9,845	37,125	6,940
• New Britain	73.0	.0319	33.3	16.7	13.7	16.3	31.4	28.4	183,169	43,622	18,745	12,344	6,626	33,041	9,791
West Hartford	60.7	.0266	41.5	10.2	10.0	18.0	39.8	23.2	379,770	73,603	22,486	91,744	31,079	40,882	11,451
Middlesex	129.9	.0568	32.0	12.0	16.9	16.9	28.0	46.9	507,459	111,260	50,735	70,585	17,105	75,568	16,427
Tolland	115.5	.0506	27.3	18.7	19.4	16.2	18.9	36.9	340,801	103,510	28,562	38,345	6,005	49,462	11,368
SUBURBAN TOTAL	786.1	.3442	31.5	12.3	16.8	17.9	26.2	273.3	3,422,500	813,471	316,326	428,003	148,641	443,367	109,799

WHEN YOU WANT YOUR AD TO GO

WOW!

Put it in the Denver Post's Big Impact page. The Denver Post big full size pages work on the pocketbooks of more of Denver's upscale market than Denver's tabloid. An independent study shows 42% of women and 55% of men reading The Post have household incomes of $25,000 or more. This compares to 37% of women and 46% of men reading the other Denver paper. Big Impact pages also account for The Post carrying more national linage in these major categories: 56% food, 57% liquor, 65% travel and transportation and 54% new cars.





For more facts on how to make The Post's Big Impact pages work for you in the Denver market, call us direct, collect at (303) 820-1421 or contact Sawyer-Ferguson-Walker.

Sources: Three Sigma, 1980; Media Records, First 9 months, 1980.

THE DENVER POST MAKES A BIG DIFFERENCE

New England's 2nd ADI

You can't cover the Hartford/New Haven ADI without New Haven. The Register/Journal-Courier gives you New Haven.

The New Haven Register / Journal-Courier
evenings & sundays mornings

FOR THE FULL STORY CONTACT SAWYER FERGUSON-WALKER COMPANY

CONN. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**761.4**	**.3333**	**32.3**	**13.0**	**15.6**	**16.7**	**29.1**	**274.7**	**2,966,659**	**701,003**	**284,624**	**398,104**	**138,537**	**394,834**	**84,193**
New Haven	761.4	.3333	32.3	13.0	15.6	16.7	29.1	274.7	2,966,659	701,003	284,624	398,104	138,537	394,834	84,193
Hamden	51.1	.0224	36.2	12.0	13.3	17.6	33.8	18.8	238,301	57,145	28,357	40,043	5,871	32,070	6,529
• Meriden	57.1	.0250	32.8	11.9	15.1	16.4	30.2	21.2	203,188	36,097	11,843	33,684	11,964	30,779	5,096
Milford	50.8	.0222	30.9	11.2	16.1	19.1	24.3	17.0	281,515	46,420	28,555	29,608	21,320	55,181	4,917
• New Haven	125.1	.0547	30.8	19.1	16.5	12.8	30.2	49.4	390,303	76,960	47,105	57,720	26,872	32,656	13,887
• Waterbury	102.8	.0450	34.5	12.2	13.9	15.5	33.8	38.7	486,679	99,973	34,668	87,906	15,749	67,564	13,726
• West Haven	53.1	.0232	32.4	13.7	17.3	16.4	29.1	20.2	130,608	26,351	15,421	6,850	3,109	19,146	5,760
SUBURBAN TOTAL	423.3	.1854	32.3	11.4	15.6	18.2	27.6	145.2	1,755,881	461,622	175,587	211,944	80,843	244,689	45,724
NEW LONDON - NORWICH	**239.0**	**.1045**	**29.5**	**13.9**	**17.2**	**16.2**	**24.4**	**82.9**	**888,986**	**195,741**	**76,189**	**103,289**	**45,567**	**154,376**	**24,223**
New London	239.0	.1045	29.5	13.9	17.2	16.2	24.4	82.9	888,986	195,741	76,189	103,289	45,567	154,376	24,223
• New London	28.7	0126	28.8	24.4	13.7	12.9	28.7	10.5	174,389	18,135	13,513	41,478	10,799	43,020	4,394
• Norwich	37.9	0166	33.6	11.8	13.9	16.7	31.4	14.3	201,482	50,633	12,278	26,777	12,430	43,408	4,787
SUBURBAN TOTAL	172.4	.0753	29.0	12.6	18.7	16.6	22.1	58.1	513,115	126,973	50,398	35,034	22,338	67,948	15,042
OTHER COUNTIES															
Litchfield	157.5	.0689	33.8	10.5	15.5	16.5	31.7	56.5	535,569	130,229	41,110	51,993	19,489	92,212	18,720
Windham	92.8	.0406	31.3	12.9	15.6	15.4	28.8	32.7	312,226	80,974	27,154	20,350	10,598	44,643	9,359
TOTAL METRO COUNTIES	**2,858.7**	**1.2511**	**32.1**	**12.6**	**16.0**	**17.5**	**27.8**	**1,017.0**	**11,763,916**	**2,645,769**	**1,075,010**	**1,398,057**	**568,352**	**1,612,485**	**347,091**
TOTAL STATE	**3,109.0**	**1.3606**	**32.1**	**12.5**	**16.0**	**17.4**	**28.1**	**1,106.2**	**12,611,711**	**2,856,972**	**1,143,274**	**1,470,400**	**598,439**	**1,749,340**	**375,170**

Hartford–New Haven ADI

A 'Capital One' Opportunity!

Now you can reach the money sub-opolis of CONNECTICUT - CAPITAL ONE. It is an area of 55 communities with 310,000 households in which the NEW CENTRAL CONNECTICUT GROUP has the dominant circulation. With $5.6 billion to spend, the average household income is $21,000. The NEW CENTRAL CONNECTICUT GROUP reaches 2/3 of CAPITAL ONE and 1/3 of the ADI with daily circulation of 246,628.

NEW CENTRAL CONNECTICUT GROUP

Bristol Press•Manchester Herald•Meriden Record Jrl.•Middletown Press
New Britain Herald•Torrington Register•Manchester Jrl. Inquirer•Waterbury Republican American

Nationally Marketed by **LANDON ASSOCIATES, INC.**

The DO MORE Adults

...grocery shop more

As you can see from the chart below, over half of those who shop in Fairfield read a Fairfield County Daily Newspaper, (FCD) while only 17.7% read the New York Daily News and 19.8% read the New York Times.

With a daily circulation of 158,330, the FCD Newspapers read 55.4% of the "Do More – Shop More" suburban Connecticut households. The Daily News only reaches 10.6% and the Times, only 12.2%.

So if you want to talk to over half of the shopping adults in Fairfield County, contact Landon Associates, Inc., and get more details from the Scarborough Report, New York ADI Market, 1980.

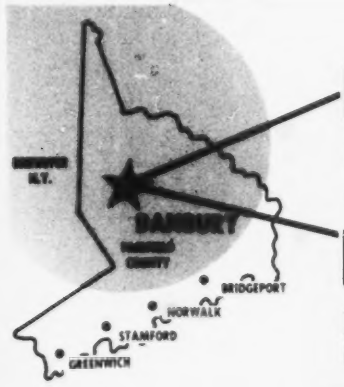
Shopped at supermarkets/ grocery stores		
FCD	News	Times
55.1%	17.7%	19.8%

::FCD

Nationally Marketed by
LANDON ASSOCIATES, INC.
750 Third Avenue, New York City 10017 / (212) 867-1112

CONN. ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	9,713,996	28,327	2.7	7.8	21.2	58.2	.4512
Fairfield	9,713,996	28,327	2.7	7.8	21.2	58.2	.4512

ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Bridgeport	1,177,159	19,432	4.7	13.3	30.8	33.0	.0596
• Danbury	561,137	23,787	3.2	9.4	27.6	46.5	.0335
Fairfield	698,004	31,980	2.0	5.3	18.8	67.1	.0324



DANBURY, CONN. . . .

Fastest growing SMSA among the four SMSA's within Fairfield County, Connecticut

DANBURY, CONN. . . .

Highest Total Retail Sales and Food Sales per household in the county. Least covered area of the county by New York City dailies!

THE NEWS-TIMES . . .

Fastest growing Daily and Sunday Newspaper in Fairfield County!

THE NEWS-TIMES . . .

Second largest ABC Daily and Sunday newspaper in Fairfield County!

The News-Times *Represented by Branham Newspaper Sales*

333 Main Street The News-Times Danbury, Ct. 06810

Rural Electrification has two salesmen. One is six feet, the other is 10¼" x 11".

Dick Hanrahan and a one-column ad in SRDS. In 1979, that magnetic combination attracted 379 pages of advertising into Rural Electrification, a trade magazine serving the nation's rural electric utilities.

"We have a limited sales staff, limited representation and a limited budget," reports Advertising Manager Sharon Godsey. *"We have to use our resources carefully. Dick knocks on doors, I make phone calls, and we depend on SRDS to reach all those people we miss."*

So do hundreds of other advertisers who've made SRDS the commanding medium in the advertising industry. More advertisers place more ads with more pages in SRDS than in any other medium.

SRDS advertising works. Around the clock, across the calendar, wherever and whenever media decisions are being made. It's your point-of-sale piece, your leave-behind piece, your follow-up.

SRDS. Time after time, it's the deciding factor in media decisions. Have you talked to your SRDS representative lately?

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Advertise in SRDS—

SRDS the media's medium

HARTFORD METRO

The only million plus population Metro market between New York City and Boston.

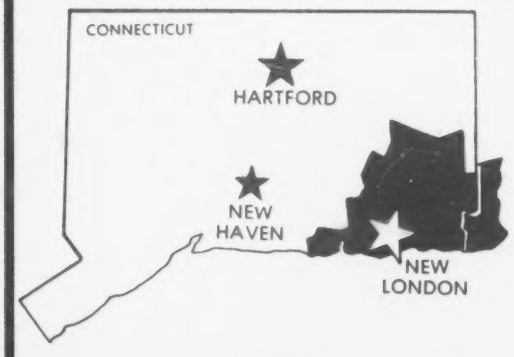
The Hartford Courant

285 Broad Street, Hartford, Connecticut 06115 *Member, Million Market Newspapers, Inc.*

CONN. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Greenwich	1,112,663	36,685	2.2	6.1	15.3	69.0	.0454
• Norwalk	630,899	26,337	3.0	9.1	23.1	53.4	.0438
• Stamford	1,288,430	28,616	2.7	8.1	20.4	58.7	.0599
Stratford	498,427	26,088	2.5	8.1	26.8	53.6	.0227
SUBURBAN TOTAL	5,856,371	33,880	1.8	5.0	16.4	70.5	.2544
HARTFORD - NEW BRITAIN - BRISTOL	**9,760,129**	**23,792**	**3.3**	**9.8**	**28.8**	**46.1**	**.4939**
Hartford	7,685,020	24,089	3.2	9.7	27.9	47.2	.3889
• Bristol	507,221	23,511	3.1	8.7	32.1	44.7	.0264
East Hartford	486,365	23,485	3.1	10.1	33.5	43.8	.0245
Enfield	324,397	24,250	2.3	7.4	36.2	46.4	.0200
• Hartford	982,110	16,019	6.0	17.0	30.5	23.0	.0525
Manchester	512,770	25,251	3.1	8.4	27.4	50.8	.0271
• New Britain	641,565	20,727	4.0	12.4	30.8	36.6	.0298
West Hartford	861,280	30,794	2.6	7.4	18.9	63.4	.0409
Middlesex	1,164,329	22,833	3.5	10.0	31.6	42.4	.0592
Tolland	910,780	22,956	3.4	10.2	32.9	42.5	.0458
SUBURBAN TOTAL	7,629,233	25,501	2.7	8.2	28.0	51.7	.3852
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**6,540,946**	**21,793**	**3.9**	**11.3**	**30.6**	**39.5**	**.3390**
New Haven	6,540,946	21,793	3.9	11.3	30.6	39.5	.3390
Hamden	494,838	23,657	3.1	9.9	29.9	45.7	.0255
• Meriden	468,135	21,035	4.3	12.6	32.7	35.6	.0242
Milford	440,617	24,417	2.9	8.3	31.7	47.7	.0253
• New Haven	949,782	15,902	6.4	16.1	28.2	24.7	.0493
• Waterbury	813,192	19,161	4.9	13.7	31.0	31.9	.0465
• West Haven	441,762	20,540	3.5	11.7	36.3	33.9	.0209
SUBURBAN TOTAL	3,868,075	24,376	2.8	8.8	30.3	47.9	.1981
NEW LONDON - NORWICH	**1,959,799**	**20,624**	**3.9**	**11.7**	**32.4**	**35.6**	**.1026**

WE'VE CREATED A NEW DAY

SUNDAY The 7th Day



Starts Sept. 13, 1981

We now offer 69% household coverage of Southeastern Connecticut 7 days a week

Call Agnes Jewett (203) 442-2200 for our market brochure or contact your local Branham representative

The Day

New London, Connecticut

CONN. (cont.)

S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999	(B) $10,000–$14,999	(C) $15,000–$24,999	(D) $25,000 & Over	Buying Power Index
New London	1,959,799	20,624	3.9	11.7	32.4	35.6	.1026
• New London	247,631	17,708	5.7	15.1	28.6	29.3	.0148
• Norwich	290,905	18,051	4.9	14.2	31.4	28.4	.0176
SUBURBAN TOTAL	1,421,263	21,683	3.2	10.5	33.3	38.6	.0702
OTHER COUNTIES							
Litchfield	1,433,681	22,771	3.6	10.1	30.4	42.7	.0700
Windham	676,380	18,903	4.8	14.5	34.2	29.0	.0365
TOTAL METRO COUNTIES	**27,974,870**	**23,921**	**3.3**	**9.8**	**27.5**	**46.8**	**1.3867**
TOTAL STATE	**30,084,931**	**23,686**	**3.4**	**10.0**	**27.9**	**46.0**	**1.4932**

DELAWARE

DEL.

S&MM ESTIMATES — POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
WILMINGTON	**526.3**	**.2303**	**30.4**	**13.6**	**16.5**	**17.3**	**25.1**	**184.0**
New Castle	400.3	.1752	30.3	14.1	16.6	17.4	24.8	141.6
• Wilmington	69.6	.0305	35.8	12.5	12.9	14.1	36.7	28.3
Cecil, Md.	*61.0*	*.0267*	*29.8*	*12.7*	*16.8*	*17.4*	*23.9*	*19.8*
Salem, N. J.	*65.0*	*.0284*	*31.9*	*11.3*	*14.9*	*16.8*	*28.5*	*22.6*
SUBURBAN TOTAL	456.7	.1998	29.8	13.8	16.8	17.8	23.4	155.7
OTHER COUNTIES								
Kent	99.7	.0436	27.3	15.2	17.1	16.0	20.7	33.6
Sussex	99.4	.0435	32.8	11.9	14.3	16.0	30.9	36.3
TOTAL METRO COUNTIES	**600.3**	**.1752**	**30.3**	**14.1**	**16.6**	**17.4**	**24.8**	**141.6**
TOTAL STATE	**599.4**	**.2623**	**30.1**	**13.9**	**16.2**	**17.0**	**25.1**	**211.5**

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**2,257,621**	**492,914**	**170,420**	**312,459**	**113,037**	**351,271**	**84,317**
New Castle	1,813,773	394,105	131,099	296,858	97,538	256,941	75,608
• Wilmington	362,699	37,151	36,187	38,412	10,506	80,760	9,713
Cecil, Md.	*256,607*	*54,198*	*19,991*	*7,140*	*6,995*	*47,387*	*5,820*
Salem, N. J.	*187,241*	*44,611*	*19,330*	*8,461*	*8,504*	*46,943*	*2,889*
SUBURBAN TOTAL	1,894,922	455,763	134,233	274,047	102,531	270,511	74,604
OTHER COUNTIES							
Kent	493,725	110,543	36,609	64,702	14,789	107,966	13,561
Sussex	401,554	137,997	34,544	24,904	13,300	50,919	14,573
TOTAL METRO COUNTIES	**1,813,773**	**394,105**	**131,099**	**296,858**	**97,538**	**256,941**	**75,608**
TOTAL STATE	**2,709,052**	**642,645**	**202,252**	**386,464**	**125,627**	**415,826**	**103,742**

DEL.

S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999	(B) $10,000–$14,999	(C) $15,000–$24,999	(D) $25,000 & Over	Buying Power Index
WILMINGTON	**4,480,235**	**21,385**	**3.9**	**11.9**	**32.2**	**38.1**	**.2396**
New Castle	3,604,905	22,339	3.6	10.9	31.2	41.3	.1907
• Wilmington	516,489	14,963	6.7	17.7	28.0	21.8	.0316
Cecil, Md.	*391,457*	*16,744*	*6.2*	*19.3*	*36.8*	*20.8*	*.0241*
Salem, N. J.	*484,473*	*20,395*	*4.1*	*12.2*	*34.2*	*32.7*	*.0248*
SUBURBAN TOTAL	3,964,346	22,398	3.4	10.9	33.0	41.0	.2080
OTHER COUNTIES							
Kent	564,922	14,712	7.7	20.8	32.5	16.3	.0396
Sussex	677,431	16,373	6.1	16.0	28.7	25.6	.0399
TOTAL METRO COUNTIES	**3,604,905**	**22,339**	**3.6**	**10.9**	**31.2**	**41.3**	**.1907**
TOTAL STATE	**4,847,258**	**19,973**	**4.7**	**13.3**	**31.0**	**34.6**	**.2702**

DISTRICT OF COLUMBIA

D.C.

S&MM ESTIMATES — POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
WASHINGTON	**3,071.3**	**1.3440**	**29.6**	**13.6**	**20.2**	**18.9**	**20.1**	**1,129.4**
District of Columbia	628.5	.2751	31.5	15.2	19.5	16.6	26.6	251.7
• Washington	628.5	.2751	31.5	15.2	19.5	16.6	26.6	251.7
Charles, Md.	*74.8*	*.0327*	*27.3*	*11.5*	*20.2*	*16.5*	*18.0*	*22.2*
Montgomery, Md.	*583.1*	*.2552*	*31.3*	*11.6*	*17.6*	*20.3*	*23.3*	*211.7*
Rockville	*44.0*	*.0193*	*28.2*	*11.7*	*19.5*	*21.6*	*15.1*	*14.6*
Prince George's, Md.	*664.7*	*.2909*	*27.5*	*16.1*	*22.0*	*17.4*	*16.1*	*227.3*
Alexandria, Va.	*102.3*	*.0448*	*29.3*	*18.4*	*22.7*	*15.1*	*22.0*	*49.4*
Alexandria	*102.3*	*.0448*	*29.3*	*18.4*	*22.7*	*15.1*	*22.0*	*49.4*
Arlington, Va.	*150.8*	*.0660*	*32.1*	*17.3*	*20.4*	*16.1*	*28.1*	*71.7*
Fairfax, Va.	*608.4*	*.2662*	*29.4*	*10.8*	*19.8*	*23.3*	*15.7*	*212.7*
Fairfax city, Va.	*19.1*	*.0083*	*28.9*	*13.0*	*19.6*	*22.6*	*15.4*	*6.9*
Fairfax	*19.1*	*.0083*	*28.9*	*13.0*	*19.6*	*22.6*	*15.4*	*6.9*

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**15,480,683**	**3,234,515**	**1,440,704**	**2,112,462**	**727,438**	**2,805,971**	**690,488**
District of Columbia	2,410,079	435,458	450,959	178,630	133,212	200,810	114,588
• Washington	2,410,079	435,458	450,959	178,630	133,212	200,810	114,588
Charles, Md.	*261,282*	*65,514*	*21,098*	*9,921*	*8,500*	*61,559*	*24,074*
Montgomery, Md.	*3,330,090*	*716,032*	*246,133*	*577,418*	*192,511*	*567,881*	*132,501*
Rockville	*372,354*	*66,448*	*34,551*	*23,187*	*26,372*	*81,857*	*11,564*
Prince George's, Md.	*3,408,061*	*757,664*	*240,654*	*508,222*	*127,995*	*659,135*	*154,534*
Alexandria, Va.	*782,978*	*183,611*	*74,406*	*117,409*	*30,277*	*179,172*	*21,038*
Alexandria	*782,978*	*183,611*	*74,406*	*117,409*	*30,277*	*179,172*	*21,038*
Arlington, Va.	*853,859*	*175,397*	*96,769*	*67,445*	*31,805*	*282,318*	*45,146*
Fairfax, Va.	*2,822,532*	*567,115*	*196,034*	*513,563*	*138,839*	*474,209*	*129,891*
Fairfax city, Va.	*364,309*	*62,736*	*28,926*	*37,247*	*16,153*	*109,043*	*8,935*
Fairfax	*364,309*	*62,736*	*28,926*	*37,247*	*16,153*	*109,043*	*8,935*

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The Washington Post

Sources: S&MM "Survey of Buying Power" 1981; U.S. government agencies; Washington Today/The Scarborough Report.

D.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Falls Church, Va.	*9.4*	*.0041*	*33.4*	*11.8*	*17.4*	*17.1*	*30.2*	*4.3*	*187,214*	*22,903*	*11,383*	*18,315*	*13,136*	*63,745*	*7,312*
Falls Church	*9.4*	*.0041*	*33.4*	*11.8*	*17.4*	*17.1*	*30.2*	*4.3*	*187,214*	*22,903*	*11,383*	*18,315*	*13,136*	*63,745*	*7,312*
Loudoun, Va.	*59.0*	*.0258*	*29.8*	*10.0*	*21.0*	*17.4*	*21.6*	*19.4*	*217,093*	*55,548*	*17,372*	*4,203*	*4,743*	*34,986*	*11,996*
Manassas, Va.	*15.9*	*.0070*	*29.1*	*13.6*	*24.4*	*18.8*	*16.7*	*5.3*	*116,768*	*26,392*	*4,668*	*8,017*	*4,673*	*22,326*	*4,002*
Manassas	*15.9*	*.0070*	*29.1*	*13.6*	*24.4*	*18.8*	*16.7*	*5.3*	*116,768*	*26,392*	*4,668*	*8,017*	*4,673*	*22,326*	*4,002*
Manassas Park, Va.	*6.5*	*.0028*	*27.8*	*11.0*	*23.2*	*22.0*	*11.2*	*1.9*	*20,549*	*12,050*	*810*			*2,495*	*367*
Manassas Park	*6.5*	*.0028*	*27.8*	*11.0*	*23.2*	*22.0*	*11.2*	*1.9*	*20,549*	*12,050*	*810*			*2,495*	*367*
Prince William, Va.	*148.8*	*.0651*	*25.6*	*11.5*	*24.5*	*19.0*	*8.1*	*44.9*	*703,869*	*154,095*	*51,492*	*72,072*	*25,594*	*148,292*	*36,104*
SUBURBAN TOTAL	2,442.8	1.0689	29.1	13.2	20.3	19.5	18.5	877.7	13,070,604	2,799,057	989,745	1,933,832	594,226	2,605,161	575,900
TOTAL METRO COUNTIES	**628.5**	**.2751**	**31.5**	**15.2**	**19.5**	**16.6**	**26.6**	**251.7**	**2,410,079**	**435,458**	**450,959**	**178,630**	**133,212**	**200,810**	**114,588**
TOTAL STATE	**628.5**	**.2751**	**31.5**	**15.2**	**19.5**	**16.6**	**26.6**	**251.7**	**2,410,079**	**435,458**	**450,959**	**178,630**	**133,212**	**200,810**	**114,588**

D.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**33,484,286**	**26,217**	**2.9**	**9.5**	**25.0**	**53.1**	**1.6725**
District of Columbia	6,499,848	20,066	4.5	13.6	27.0	38.2	.3089
• Washington	6,499,848	20,066	4.5	13.6	27.0	38.2	.3089
Charles, Md.	*578,132*	*24,114*	*3.3*	*9.4*	*27.3*	*47.4*	*.0307*
Montgomery, Md.	*6,814,447*	*28,988*	*2.3*	*7.9*	*22.7*	*59.9*	*.3423*
Rockville	*394,890*	*25,506*	*2.5*	*9.1*	*28.2*	*51.6*	*.0263*
Prince George's, Md.	*6,008,350*	*24,597*	*2.8*	*10.2*	*30.1*	*48.7*	*.3297*
Alexandria, Va.	*1,350,197*	*23,647*	*3.5*	*11.2*	*28.2*	*46.5*	*.0706*
Alexandria	*1,350,197*	*23,647*	*3.5*	*11.2*	*28.2*	*46.5*	*.0706*
Arlington, Va.	*2,159,032*	*25,747*	*2.9*	*10.6*	*26.3*	*51.7*	*.0993*
Fairfax, Va.	*7,600,122*	*33,319*	*1.6*	*5.6*	*18.3*	*69.3*	*.3503*
Fairfax city, Va.	*249,584*	*33,732*	*1.4*	*4.1*	*20.2*	*69.9*	*.0198*

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Fairfax	*249,584*	*33,732*	*1.4*	*4.1*	*20.2*	*69.9*	*.0198*
Falls Church, Va.	*128,717*	*26,430*	*2.0*	*8.8*	*26.5*	*53.4*	*.0102*
Falls Church	*128,717*	*26,430*	*2.0*	*8.8*	*26.5*	*53.4*	*.0102*
Loudoun, Va.	*529,919*	*25,177*	*3.2*	*9.8*	*23.3*	*50.4*	*.0264*
Manassas, Va.	*173,536*	*29,252*	*2.2*	*6.9*	*21.5*	*63.0*	*.0099*
Manassas	*173,536*	*29,252*	*2.2*	*6.9*	*21.5*	*63.0*	*.0099*
Manassas Park, Va.	*52,187*	*25,802*	*1.1*	*4.9*	*35.8*	*53.4*	*.0027*
Manassas Park	*52,187*	*25,802*	*1.1*	*4.9*	*35.8*	*53.4*	*.0027*
Prince William, Va.	*1,340,215*	*27,864*	*2.2*	*7.8*	*24.4*	*58.7*	*.0717*
SUBURBAN TOTAL	26,984,438	27,798	2.4	8.4	24.4	57.2	1.3636
TOTAL METRO COUNTIES	**6,499,848**	**20,066**	**4.5**	**13.6**	**27.0**	**38.2**	**.3089**
TOTAL STATE	**6,499,848**	**20,066**	**4.5**	**13.6**	**27.0**	**38.2**	**.3089**

FLORIDA

FLA.

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**152.3**	**.0666**	**51.7**	**7.9**	**9.9**	**11.5**	**52.2**	**63.9**	**714,321**	**192,370**	**72,896**	**115,492**	**29,680**	**134,668**	**31,506**
Manatee	152.3	.0666	51.7	7.9	9.9	11.5	52.2	63.9	714,321	192,370	72,896	115,492	29,680	134,668	31,506
• Bradenton	30.8	.0135	49.2	8.5	10.9	11.1	49.4	13.0	262,750	37,653	24,921	51,680	12,131	56,642	17,843
SUBURBAN TOTAL	121.5	.0531	52.2	7.8	9.7	11.6	52.9	50.9	451,571	154,717	47,975	63,812	17,549	78,026	13,663
DAYTONA BEACH	**265.4**	**.1161**	**42.5**	**10.7**	**11.5**	**13.9**	**43.0**	**109.4**	**1,268,986**	**277,591**	**144,495**	**159,936**	**45,485**	**190,502**	**64,768**
Volusia	265.4	.1161	42.5	10.7	11.5	13.9	43.0	109.4	1,268,986	277,591	144,495	159,936	45,485	190,502	64,768
• Daytona Beach	54.6	.0239	39.4	13.3	10.9	13.8	40.3	22.7	585,872	57,246	71,184	140,944	25,521	116,025	20,372
SUBURBAN TOTAL	210.8	.0922	43.2	10.1	11.6	14.0	43.7	86.7	683,114	220,345	73,311	18,992	19,964	74,477	44,396
FORT LAUDERDALE - HOLLYWOOD	**1,042.8**	**.4564**	**39.5**	**9.7**	**14.1**	**15.5**	**39.1**	**431.7**	**6,137,624**	**1,307,296**	**626,443**	**735,877**	**306,016**	**1,399,615**	**239,110**
Broward	1,042.8	.4564	39.5	9.7	14.1	15.5	39.1	431.7	6,137,624	1,307,296	626,443	735,877	306,016	1,399,615	239,110
• Fort Lauderdale	152.9	.0669	40.7	11.4	13.4	15.8	40.2	72.0	1,576,930	192,863	212,062	162,588	43,236	534,797	37,539
• Hollywood	116.9	.0512	41.5	9.0	13.5	15.5	41.2	49.8	968,806	224,956	56,876	186,807	35,340	173,509	47,755
SUBURBAN TOTAL	773.0	.3383	38.9	9.5	14.3	15.5	38.6	309.9	3,591,888	889,477	357,505	386,482	227,440	691,309	153,816
FORT MYERS - CAPE CORAL	**212.7**	**.0931**	**41.0**	**9.1**	**12.8**	**13.5**	**41.9**	**86.4**	**1,154,930**	**292,750**	**91,359**	**139,155**	**75,896**	**203,297**	**31,855**
Lee	212.7	.0931	41.0	9.1	12.8	13.5	41.9	86.4	1,154,930	292,750	91,359	139,155	75,896	203,297	31,855
• Cape Coral	33.4	.0146	53.8	4.8	8.9	12.3	58.1	14.8	117,755	50,596	8,505	1,559	6,413	4,588	5,141
• Fort Myers	36.9	.0161	33.5	10.2	15.4	14.5	33.2	15.2	616,409	127,037	32,162	116,317	33,292	180,268	11,185
SUBURBAN TOTAL	142.4	.0624	39.4	9.8	13.0	13.6	40.3	56.4	420,766	115,117	50,692	21,279	36,191	18,441	15,529
FORT WALTON BEACH	**111.6**	**.0488**	**25.9**	**16.6**	**20.6**	**18.3**	**13.0**	**38.7**	**460,372**	**100,111**	**45,875**	**71,970**	**21,889**	**76,547**	**11,030**
Okaloosa	111.6	.0488	25.9	16.6	20.6	18.3	13.0	38.7	460,372	100,111	45,875	71,970	21,889	76,547	11,030
• Fort Walton Beach	20.9	.0091	24.1	9.4	15.4	22.3	11.1	7.3	191,189	26,312	25,277	16,035	11,132	50,439	2,709
SUBURBAN TOTAL	90.7	.0397	26.2	18.2	21.7	17.4	13.5	31.4	269,183	73,799	20,598	55,935	10,757	26,108	8,321
GAINESVILLE	**155.0**	**.0678**	**24.9**	**25.3**	**18.5**	**12.9**	**18.4**	**56.8**	**697,990**	**163,044**	**74,561**	**89,542**	**38,238**	**111,042**	**31,576**
Alachua	155.0	.0678	24.9	25.3	18.5	12.9	18.4	56.8	697,990	163,044	74,561	89,542	38,238	111,042	31,576
• Gainesville	82.3	.0360	24.2	31.9	18.6	11.7	16.0	29.4	590,937	127,048	51,321	88,046	36,328	106,702	28,116
SUBURBAN TOTAL	72.7	.0318	27.1	17.8	18.4	14.5	21.1	27.4	107,053	35,996	23,240	1,496	1,910	4,340	3,460

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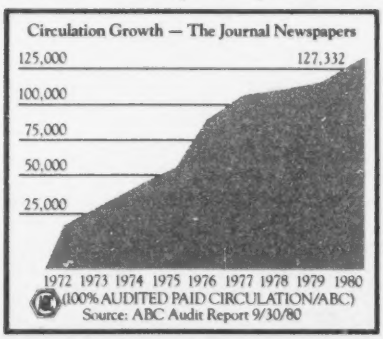

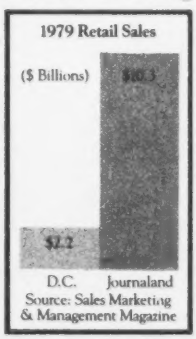

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* Source: Sales & Marketing Management, July 28, 1980.

FLA. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
JACKSONVILLE	**746.9**	**.3268**	**29.5**	**13.8**	**17.0**	**17.0**	**23.6**	**270.3**	**3,348,640**	**759,717**	**263,183**	**378,525**	**129,695**	**727,910**	**123,971**
Baker	15.7	.0069	28.5	12.1	16.2	16.0	23.5	4.4	45,255	15,281	937	1,993	259	11,370	912
Clay	69.8	.0305	28.7	11.7	19.3	17.0	20.8	22.7	340,371	73,450	28,420	90,072	7,355	28,857	14,825
Duval	574.7	.2515	29.4	14.5	17.1	17.2	23.1	212.4	2,648,018	584,136	210,715	271,288	118,415	625,450	101,721
• Jacksonville	544.4	.2383	29.4	14.5	17.1	17.2	23.1	201.2	2,522,478	550,154	191,545	264,826	115,842	601,378	97,480
Nassau	33.8	.0148	29.0	11.0	17.2	16.8	22.9	11.4	99,415	35,880	7,970	5,471	604	12,775	3,366
St. Johns	52.9	.0231	33.9	11.1	12.8	15.2	33.4	19.4	215,581	50,970	15,141	9,701	3,062	49,458	3,147

A MARKET THAT WORKS

Looking for a hot Sun Belt Market? Jacksonville is the market that works. Over a five-day period our Jacksonville papers reach 375,000 adult readers in the five-county SMSA. That's about three-fourths of all adults in the market. Sunday audience increases to reach about eight out of ten adults. Our penetration tops any other major metropolitan market in Florida. Add the St. Augustine Record and you've got a red-hot market that works!

Sources: Circulation '80-81; Belden CMS, '80

Florida Publishing Co.

The Florida Times-Union, mornings
Jacksonville Journal, evenings
Times-Union Journal, weekends
St. Augustine Record, evenings

One Riverside Avenue, Jacksonville, FL 32202
Phone (904) 359-4350

Represented nationally by Branham Newspaper Sales

Brevard County, Florida

THE PLACE THAT LAUNCHED A THOUSAND SHIPS.

BUT, THAT'S NOT ALL

The Brevard County area is not only home for the Space Shuttle Program, but also a new home for major corporations throughout the United States that have discovered its wealth and splendor. Last year alone, 21 clean, high-grade industries located in Brevard County. Brevard's growth is out of this world!

LOOK US OVER

The market is stronger than ever before. If you want to reach one of Florida's fastest growing markets, look us over. You will find a wealthy, young community continuing to grow.

Serving A Rich Florida Market In the Orlando-Daytona ADI

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Florida's Space Age Newspaper

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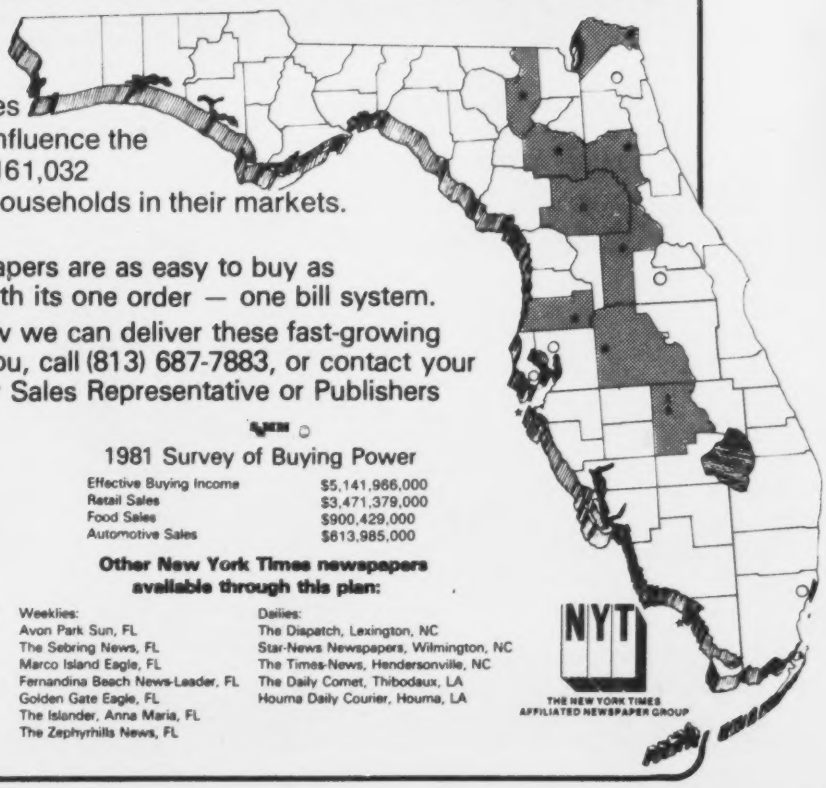
Star-Advocate North Brevard | **The Tribune** Central Brevard | **The Times** South Brevard

Represented Nationally by Gannett Newspaper Advertising Sales Contact LINDA HILL, NATIONAL AD MGR. (305) 632-8700 Ext. 223

FLA. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SUBURBAN TOTAL	202.5	.0885	29.9	11.9	16.6	16.5	25.0	69.1	826,162	209,563	71,638	113,699	13,853	126,532	26,491
LAKELAND - WINTER HAVEN	**328.0**	**.1436**	**32.2**	**12.5**	**15.1**	**16.0**	**29.7**	**118.0**	**1,484,436**	**367,136**	**115,473**	**179,923**	**49,984**	**283,636**	**59,603**
Polk	328.0	.1436	32.2	12.5	15.1	16.0	29.7	118.0	1,484,436	367,136	115,473	179,923	49,984	283,636	59,603
• Lakeland	47.7	.0209	35.4	13.3	12.4	15.1	35.2	19.1	613,700	136,699	45,412	87,748	25,296	120,771	24,650
• Winter Haven	21.4	.0094	36.7	12.6	12.3	15.9	36.0	9.1	312,835	66,310	27,792	51,334	6,188	42,083	16,267
SUBURBAN TOTAL	258.9	.1133	31.5	12.4	15.9	16.1	28.2	89.8	557,901	164,127	42,269	40,841	18,500	120,782	18,686
MELBOURNE - TITUSVILLE - COCOA	**276.1**	**.1208**	**30.4**	**11.8**	**20.6**	**21.6**	**19.0**	**104.9**	**1,188,339**	**278,033**	**119,964**	**180,657**	**42,755**	**203,364**	**51,826**
Brevard	276.1	.1208	30.4	11.8	20.6	21.6	19.0	104.9	1,188,339	278,033	119,964	180,657	42,755	203,364	51,826
• Cocoa	16.1	.0070	29.8	14.0	20.2	19.8	19.7	6.4	95,516	28,975	4,442	17,635	4,892	10,746	3,151
• Melbourne	47.0	.0206	31.2	12.4	17.9	20.2	23.1	18.1	401,499	97,221	26,741	59,010	13,527	89,395	12,913
• Titusville	32.0	.0140	29.9	9.5	22.2	23.1	15.5	11.7	139,444	31,324	16,438	25,517	2,321	27,395	7,488
SUBURBAN TOTAL	181.0	.0792	30.4	11.9	21.1	21.8	18.5	68.7	551,880	120,513	72,343	78,495	22,015	75,828	28,274

We Deliver Central Florida

A golden path cuts through the middle of the state of Florida ... six New York Times daily newspapers that can influence the effective buying income of 161,032 households, or 58% of the households in their markets.



And these golden market papers are as easy to buy as any of the major markets with its one order — one bill system.

For more information on how we can deliver these fast-growing Central Florida markets to you, call (813) 687-7883, or contact your nearest Branham Newspaper Sales Representative or Publishers Representative of Florida.

1981 Survey of Buying Power

Effective Buying Income	$5,141,986,000
Retail Sales	$3,471,379,000
Food Sales	$900,429,000
Automotive Sales	$613,985,000

Put Yourself in this sales and profit picture. Just contact . . .

- Gainesville Sun P.O. Drawer A Gainesville, FL 32602 (904) 378-1411
- Ocala Star-Banner P.O. Box 490 Ocala, FL 32670 (904) 629-0011
- The Ledger P.O. Box 408 Lakeland, FL 33802 (813) 687-7000
- Lake City Reporter P.O. Box 1709 Lake City, FL 32055 (904) 752-1297
- Leesburg/Commercial P.O. Box 7 Leesburg, FL 32748 (904) 787-4515
- Palatka Daily News P.O. Box 777 Palatka, FL 32077 (904) 328-2721

Other New York Times newspapers available through this plan:

Weeklies:
Avon Park Sun, FL
The Sebring News, FL
Marco Island Eagle, FL
Fernandina Beach News-Leader, FL
Golden Gate Eagle, FL
The Islander, Anna Maria, FL
The Zephyrhills News, FL

Dailies:
The Dispatch, Lexington, NC
Star-News Newspapers, Wilmington, NC
The Times-News, Hendersonville, NC
The Daily Comet, Thibodaux, LA
Houma Daily Courier, Houma, LA

NYT
THE NEW YORK TIMES AFFILIATED NEWSPAPER GROUP

FLA. (cont.) ESTIMATES	POPULATION—12/31/80							RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MIAMI	**1,719.2**	**.7524**	**35.7**	**11.6**	**15.4**	**17.9**	**32.9**	**636.8**	**8,168,167**	**1,777,093**	**745,573**	**1,119,095**	**566,336**	**1,384,321**	**339,224**
Dade	1,719.2	.7524	35.7	11.6	15.4	17.9	32.9	636.8	8,168,167	1,777,093	745,573	1,119,095	566,336	1,384,321	339,224
Coral Gables	43.7	.0191	35.1	22.3	11.8	15.6	34.6	16.4	368,843	82,060	37,667	7,818	17,348	120,959	9,845
Hialeah	168.0	.0735	33.9	11.5	15.8	22.5	25.8	56.4	803,886	148,319	57,162	171,606	67,082	79,183	24,229
• Miami	389.6	.1705	38.4	10.9	15.9	18.3	36.0	155.9	1,887,859	311,291	193,301	210,177	166,613	338,950	93,781
Miami Beach	97.0	.0425	65.4	4.8	5.1	9.6	73.9	57.5	340,525	96,573	50,450	14,071	7,972	40,278	28,496
SUBURBAN TOTAL	1,329.6	.5819	34.9	11.8	15.3	17.8	32.0	480.9	6,280,308	1,465,802	552,272	908,918	399,723	1,045,371	245,443
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,762.0***	***1.2088***	***37.0***	***10.9***	***14.9***	***17.0***	***35.3***	***1,068.5***	***14,305,791***	***3,084,389***	***1,372,016***	***1,854,972***	***872,352***	***2,783,936***	***578,334***
OCALA	**126.5**	**.0554**	**33.1**	**10.6**	**14.4**	**15.0**	**32.2**	**47.5**	**518,746**	**148,670**	**44,399**	**49,092**	**14,316**	**70,801**	**17,003**
Marion	126.5	.0554	33.1	10.6	14.4	15.0	32.2	47.5	518,746	148,670	44,399	49,092	14,316	70,801	17,003
• Ocala	38.2	.0167	29.7	9.8	11.8	16.9	26.9	14.7	396,920	107,246	37,549	47,302	12,409	56,512	14,059
SUBURBAN TOTAL	88.3	.0387	34.2	10.9	15.6	14.2	34.4	32.8	121,826	41,424	6,850	1,790	1,907	14,289	2,944
ORLANDO	**719.4**	**.3148**	**31.1**	**12.4**	**15.8**	**17.5**	**26.4**	**262.6**	**3,454,147**	**863,501**	**339,097**	**448,001**	**127,238**	**656,546**	**91,801**
Orange	481.2	.2106	30.7	13.5	16.0	17.8	25.4	176.6	2,390,022	587,684	245,097	262,531	93,596	466,218	59,483
• Orlando	130.5	.0571	32.2	16.5	13.9	15.5	30.6	50.4	1,013,648	176,720	108,581	143,393	67,029	216,910	30,365
Osceola	51.1	.0223	39.6	9.0	12.4	13.2	40.9	19.4	208,507	60,372	24,480	15,522	5,445	45,356	8,646
Seminole	187.1	.0819	30.6	10.6	16.6	17.8	24.9	66.6	855,618	215,445	69,520	169,948	28,197	144,972	23,672
SUBURBAN TOTAL	588.9	.2577	30.9	11.5	16.3	17.9	25.5	212.2	2,440,499	686,781	230,516	304,608	60,209	439,636	61,436
PANAMA CITY	**99.3**	**.0435**	**29.0**	**13.9**	**17.0**	**17.1**	**22.7**	**35.8**	**489,988**	**89,032**	**54,522**	**76,957**	**29,702**	**107,200**	**12,081**
Bay	99.3	.0435	29.0	13.9	17.0	17.1	22.7	35.8	489,988	89,032	54,522	76,957	29,702	107,200	12,081
• Panama City	33.3	.0146	30.6	13.7	15.0	16.5	27.0	12.7	386,276	60,988	41,175	68,665	27,402	93,073	10,748
SUBURBAN TOTAL	66.0	.0289	28.3	14.0	18.0	17.4	20.5	23.1	103,712	28,044	13,347	8,292	2,300	14,127	1,333
PENSACOLA	**293.3**	**.1283**	**27.3**	**16.9**	**17.4**	**16.6**	**20.1**	**102.2**	**1,170,779**	**281,330**	**96,512**	**182,341**	**45,579**	**261,271**	**34,827**
Escambia	235.9	.1032	27.5	16.9	17.3	16.6	20.6	82.9	1,025,588	214,904	88,547	174,662	40,933	237,394	30,403
• Pensacola	57.5	.0252	31.2	12.9	15.5	16.7	27.4	22.4	380,239	88,331	24,693	10,481	13,382	148,084	12,673
Santa Rosa	57.4	.0251	26.6	16.9	18.5	16.2	18.3	19.3	145,191	66,426	7,965	7,679	4,646	23,877	4,424
SUBURBAN TOTAL	235.8	.1031	26.5	17.9	17.9	16.5	18.4	79.8	790,540	192,999	71,819	171,860	32,197	113,207	22,154

The circulation race in South Florida is no contest.

The Miami Herald/News, 69%
Ft. Lauderdale News/Sun-Sentinel, 24%
Hollywood Sun-Tattler, 7%.

The dominant newspaper buy in South Florida is The Miami Herald/News any day of the week. In fact, after five days the net reach of The Herald/News is 80% of all South Florida adults. After four Sundays, 84%.

South Florida is uniquely enriched by a Latin population of 628,000 reached and influenced by the daily and Sunday El Miami Herald in Spanish with a 233% circulation increase over the past five years.

South Florida is the nation's 12th largest market with more than 2.5 million people and an effective buying income of over $21 billion annually. It is one of the fastest growing markets in the United States.

South Florida is the Market of the '80's.

The Miami Herald / El Miami Herald / The Miami News
A Knight-Ridder Newspaper — Serving Miami's Latin Community — A Cox Newspaper

Represented nationally by Knight-Ridder Newspaper Sales, Inc. and Metropolitan Sunday Newspapers, Inc.

1ST IN THE 34TH

- **FIRST IN GROWTH:** WFTV is the #1 station in the fastest growing major television market in the fastest growing state in the nation.
- **FIRST IN AUDIENCE DELIVERY:** WFTV delivers the largest audience of any station in the market in every demographic category measured.*
- **FIRST IN LOCAL NEWS:** With the largest staff and most extensive equipment of any area station, WFTV ranks first in local news audience delivery in Orlando-Daytona Beach.**
- **FIRST (AND ONLY) 24-HOUR STATION:** WFTV is the only station in the market to offer entertainment and news programming 24 hours a day, 7 days a week.
- **FIRST IN LOCAL PRODUCTION:** With the most extensive state-of-the-art equipment for studio and remote production and the market's largest staff, WFTV produces more local programming and commercial material than any competitive station.
- **FIRST IN MARKET RESEARCH:** As part of a continuing program to improve the accuracy of television audience measurements, WFTV research efforts resulted in early revision of household and population estimates by Arbitron and Nielsen for every county in the nation in May 1981.
- **FIRST IN COMMUNITY RESPONSIBLITY:** With pertinent editorials, some of the best-researched documentaries in the industry and a targeted public service program, WFTV plays a significant role in assuring a bright future for its entire market.

abc WFTV 9

ORLANDO — DAYTONA BEACH

Data in this advertisement are estimates and subject to published qualifications.

**Arbitron, February 1981, sign-on to sign-off, daypart summary section. Nielsen, February 1981, Sunday-Saturday, 7:00 AM-1:00 AM daypart summary section.*

***Arbitron and Nielsen, February 1981, program audience sections, Monday-Friday, 12:00-12:30 PM, 6:00-6:30 PM, and 11:00-11:30 PM.*

SARASOTA HERALD-TRIBUNE & SARASOTA JOURNAL

OVER 90% PENETRATION
OF THE SARASOTA METRO MARKET WITH

Per Capita **RETAIL SALES** . . . . . **35% HIGHER** than Tampa-St. Pete
Per Capita **DRUG STORE SALES** . . . . . **38% HIGHER** than Tampa-St. Pete
Per Capita **APPAREL SALES** . . . . . **54% HIGHER** than Tampa-St. Pete
Per Capita **FURN.-HOME FURNISHING SALES** . . . . **223% HIGHER** than Tampa-St. Pete
Per Capita **AUTOMOTIVE SALES** . . . . . **16% HIGHER** than Tampa-St. Pete

SARASOTA TAMPA BAY'S BEST MARKET

Source: Sales Management Survey of Buying Power, Three Sigma Research Center

Represented by: Branham Newspapers Sales & Publishers Representatives of Florida

FLA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SARASOTA	**208.3**	**.0912**	**52.1**	**7.6**	**9.9**	**12.4**	**53.1**	**92.0**	**1,223,537**	**270,610**	**133,771**	**132,246**	**104,851**	**193,263**	**43,396**
Sarasota	208.3	.0912	52.1	7.6	9.9	12.4	53.1	92.0	1,223,537	270,610	133,771	132,246	104,851	193,263	43,396
• Sarasota	49.2	.0215	47.5	10.2	10.8	12.7	47.9	22.9	472,816	85,271	54,164	72,770	17,844	38,083	20,174
SUBURBAN TOTAL	159.1	.0697	53.1	6.8	9.6	12.4	54.5	69.1	750,721	185,339	79,607	59,476	87,007	155,180	23,222
TALLAHASSEE	**163.5**	**.0716**	**25.6**	**23.2**	**19.0**	**14.0**	**18.3**	**60.1**	**721,527**	**175,835**	**69,468**	**100,551**	**26,509**	**124,285**	**18,332**
Leon	152.2	.0666	25.3	24.1	19.0	14.0	17.5	56.2	707,342	169,162	67,255	99,631	26,027	122,209	17,750
• Tallahassee	81.5	.0357	24.8	28.2	18.8	12.5	17.7	31.0	447,994	116,453	41,758	69,948	21,947	45,253	13,700
Wakulla	11.3	.0050	31.2	11.8	15.5	14.9	29.1	3.9	14,185	6,673	2,213	920	482	2,076	582
SUBURBAN TOTAL	82.0	.0359	26.7	18.4	18.8	15.6	18.9	29.1	273,533	59,382	27,710	30,603	4,562	79,032	4,632
TAMPA - ST. PETERSBURG	**1,605.0**	**.7023**	**41.5**	**10.3**	**12.7**	**14.0**	**42.1**	**658.2**	**7,433,400**	**2,024,279**	**687,245**	**1,050,684**	**286,002**	**1,279,416**	**241,675**
Hillsborough	659.1	.2884	31.3	13.7	16.6	16.6	27.2	244.8	3,345,306	847,555	307,727	465,733	109,781	646,243	96,086
• Tampa	272.7	.1193	33.4	13.5	14.7	16.3	31.3	110.0	1,814,901	299,773	202,226	256,389	78,525	421,514	60,861
Pasco	202.7	.0887	53.7	7.9	8.8	10.0	55.4	85.6	574,841	190,306	40,922	62,492	29,330	67,060	29,021
Pinellas	743.2	.3252	51.3	8.0	10.3	12.8	51.6	327.8	3,513,253	986,418	338,596	522,459	146,891	566,113	116,568
Clearwater	88.1	.0386	50.6	8.5	10.6	12.9	50.8	40.3	781,648	158,648	91,379	97,885	41,620	197,660	15,862
• St. Petersburg	237.2	.1038	51.7	8.3	9.9	12.5	52.0	108.6	1,100,023	343,382	81,783	195,854	29,619	162,250	31,383
SUBURBAN TOTAL	1,095.1	.4792	42.0	10.0	12.7	13.8	42.6	439.6	4,518,476	1,381,124	403,236	598,441	177,858	695,652	149,431
WEST PALM BEACH - BOCA RATON	**589.6**	**.2581**	**37.6**	**10.5**	**14.2**	**15.0**	**37.6**	**242.6**	**3,090,880**	**750,831**	**282,519**	**398,416**	**165,796**	**588,236**	**111,238**
Palm Beach	589.6	.2581	37.6	10.5	14.2	15.0	37.6	242.6	3,090,880	750,831	282,519	398,416	165,796	588,236	111,238
• Boca Raton	50.5	.0221	44.5	11.6	12.3	13.4	45.1	22.0	343,521	96,878	41,909	70,923	28,550	4,446	8,131
• West Palm Beach	62.9	.0275	41.2	11.6	12.9	14.7	41.4	27.5	662,788	105,053	45,420	144,812	26,653	158,688	19,128
SUBURBAN TOTAL	476.2	.2085	36.6	10.3	14.6	15.2	36.3	193.1	2,084,571	548,900	195,190	182,681	110,593	425,102	83,979
OTHER COUNTIES															
Bradford	20.4	.0089	30.2	13.2	17.7	16.4	25.0	6.5	55,303	21,401	4,297	3,716	1,354	8,174	2,807
Calhoun	9.4	.0041	32.4	11.3	14.6	14.4	31.8	3.3	29,244	10,123	656	1,163	71	5,135	887
Charlotte	61.4	.0269	57.8	5.4	7.6	9.5	63.3	27.3	258,128	40,318	11,884	20,872	8,479	50,825	18,868
Citrus	57.3	.0251	51.4	6.6	9.4	11.4	52.1	24.2	169,325	50,684	11,860	7,294	5,667	17,070	6,505
Collier	89.5	.0392	35.4	9.4	14.0	14.8	35.7	35.8	584,617	129,075	51,184	64,749	38,734	113,811	14,505
Columbia	36.2	.0158	29.4	12.6	15.9	15.9	25.2	12.6	136,902	30,277	11,536	12,423	2,994	24,361	5,376
De Soto	19.5	.0085	33.7	10.5	14.9	14.5	33.5	6.5	61,180	21,750	3,261	4,915	786	11,530	2,307
Dixie	7.9	.0035	29.5	13.3	16.5	14.7	26.2	2.7	22,732	9,299	788	269	480	2,807	715
Flagler	11.4	.0050	35.0	9.6	12.1	14.7	35.3	4.6	31,551	8,819	2,001	171	429	9,430	361
Franklin	7.7	.0034	34.2	11.0	13.8	14.0	34.9	2.8	25,450	11,645	2,074	532	755	1,636	828

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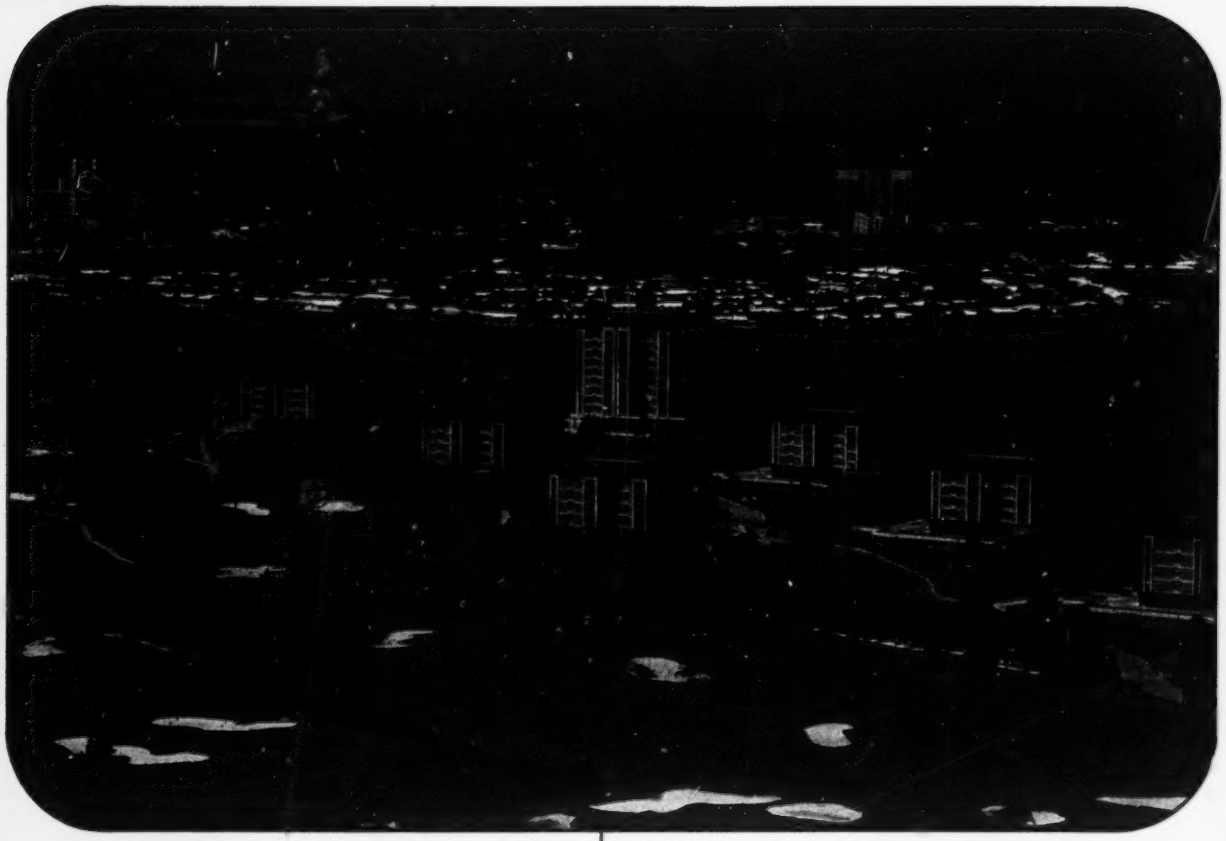

"It's a nice place to visit, but I'd really like to live there."

A lot of people have said that recently and backed up their wishes with a move to Florida's Suncoast.

In fact over the past five years, effective buying income and retail sales increased 74% in the St. Petersburg-Tampa metro area. Food store sales skyrocketed 130%. Automotive dealer sales went up 73%, and dollars spent in eating and drinking places increased 72%.

Today the area ranks first in the state in households and is projected to be the Southeast's fastest growing major metro market of the early 1980's, according to Sales and Marketing Management.

When you look at the area more closely, you'll find Pinellas County, home of The St. Petersburg Times and Evening Independent, is where more people live than in either of the two other counties that comprise the metro area.

Businesses have also decided it's nice to live here. In 1980 alone, more than 40 companies relocated or expanded their plants in Pinellas County. And there's plenty of room to grow — only 36% of Pinellas' zoned industrial land is now occupied.

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FLA. (cont.)

ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Gadsden	41.9	.0183	28.3	11.4	14.1	14.0	26.5	12.4
Gilchrist	5.9	.0026	32.3	10.4	16.5	15.7	29.8	2.1
Glades	6.2	.0027	31.7	10.3	16.4	16.9	27.7	2.3
Gulf	10.7	.0047	30.6	11.5	16.4	17.5	25.3	3.7
Hamilton	8.8	.0039	30.3	12.0	13.6	13.1	30.4	3.0
Hardee	19.7	.0086	29.8	12.2	15.1	15.4	26.8	6.4
Hendry	19.1	.0084	27.8	12.8	16.5	16.0	22.1	6.2
Hernando	46.5	.0203	40.5	8.7	12.1	12.9	41.8	18.7
Highlands	48.8	.0214	41.1	8.8	12.0	13.2	42.1	19.7
Holmes	15.1	.0066	35.3	11.2	14.0	14.2	36.1	5.4
Indian River	61.6	.0270	36.9	9.0	13.9	14.9	37.0	24.3
Jackson	39.6	.0173	31.3	12.8	14.1	14.8	29.9	13.6
Jefferson	10.9	.0048	29.4	11.7	12.1	13.9	29.3	3.6
Lafayette	4.1	.0018	32.9	10.7	15.1	13.9	33.0	1.5
Lake	107.5	.0470	41.0	9.2	12.1	13.6	41.8	43.1
Levy	20.4	.0089	34.3	10.2	13.3	14.5	34.5	7.5
Liberty	4.3	.0019	31.1	11.8	15.2	15.3	28.7	1.5
Madison	15.0	.0066	30.8	13.2	13.2	13.4	31.0	5.0
Martin	66.6	.0292	40.4	10.6	11.9	12.8	41.8	27.2
Monroe	64.0	.0280	31.0	15.5	17.9	15.9	26.9	27.2
Okeechobee	21.0	.0092	27.3	10.9	15.2	15.2	23.1	7.3
Putnam	51.6	.0226	32.2	11.4	13.9	15.6	30.5	19.0
St. Lucie	90.0	.0394	33.4	10.5	13.6	15.1	32.7	33.9
Sumter	25.0	.0109	32.3	13.0	14.0	13.5	32.6	8.9
Suwannee	22.8	.0100	31.9	11.4	13.9	14.7	31.0	8.0
Taylor	16.7	.0073	31.2	11.8	14.9	16.3	28.0	6.0
Union	10.2	.0045	30.2	18.1	24.8	18.0	20.0	2.2
Walton	21.7	.0095	35.6	11.2	13.3	16.3	34.3	8.3
Washington	14.7	.0064	33.8	10.2	14.2	14.2	34.1	5.4
TOTAL METRO COUNTIES	**8,814.9**	**3.8576**	**34.8**	**11.8**	**14.8**	**15.9**	**33.8**	**3,417.9**
TOTAL STATE	**10,026.0**	**4.3878**	**34.8**	**11.7**	**14.7**	**15.7**	**34.0**	**3,877.6**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Gadsden	90,510	25,320	3,959	6,261	2,641	20,057	2,907
Gilchrist	6,882	4,492	543	83	38		96
Glades	4,220	2,501	574	229	26	56	
Gulf	25,335	12,663	1,561	1,410	1,015	2,773	1,026
Hamilton	32,433	8,865	3,067	1,868	711	3,252	572
Hardee	56,789	23,087	1,713	1,639	1,251	6,019	2,939
Hendry	85,800	38,831	4,091	4,149	1,794	13,461	2,800
Hernando	154,685	53,629	9,921	10,624	4,239	17,404	5,310
Highlands	192,955	60,887	12,227	15,313	5,686	31,184	8,464
Holmes	32,873	12,915	1,610	733	690	6,603	1,616
Indian River	285,187	82,432	24,882	10,018	21,962	54,237	13,950
Jackson	130,241	41,180	8,655	12,516	4,941	27,275	4,753
Jefferson	27,546	7,912	592	771	1,482	3,860	2,266
Lafayette	6,304	2,608	178	198	148	67	42
Lake	449,378	131,894	27,865	32,482	16,287	91,650	20,709
Levy	57,260	22,507	3,134	3,189	2,510	8,279	945
Liberty	3,981	347	353	738	336	145	
Madison	41,154	12,500	1,004	465	439	5,883	4,247
Martin	328,083	93,781	27,213	16,561	19,443	49,197	12,626
Monroe	330,982	79,886	45,958	36,524	9,471	29,616	16,895
Okeechobee	74,884	31,737	6,532	4,493	2,719	5,960	1,326
Putnam	183,927	59,408	7,073	7,462	5,064	32,495	13,575
St. Lucie	399,889	88,040	27,850	40,634	15,434	93,536	14,073
Sumter	69,135	25,190	4,662	1,254	1,140	2,224	2,426
Suwannee	69,572	24,109	2,435	5,812	2,087	12,939	2,896
Taylor	60,375	16,179	5,820	3,450	3,212	10,850	1,668
Union	8,728	3,753	57		139	1,284	367
Walton	48,175	16,540	1,858	1,792	1,044	6,912	1,673
Washington	29,234	16,654	1,116	1,528	587	1,465	1,213
TOTAL METRO COUNTIES	**42,726,809**	**10,119,229**	**4,007,355**	**5,608,460**	**2,105,967**	**7,995,920**	**1,554,822**
TOTAL STATE	**47,387,758**	**11,452,467**	**4,343,399**	**5,946,760**	**2,292,252**	**8,779,382**	**1,749,361**

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

FLA.

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 A	(B) $10,000–$14,999 B	(C) $15,000–$24,999 C	(D) $25,000 & Over D	Buying Power Index
BRADENTON	**1,074,598**	**12,924**	**8.4**	**17.3**	**23.4**	**20.1**	**.0651**
Manatee	1,074,598	12,924	8.4	17.3	23.4	20.1	.0651
• Bradenton	199,350	11,386	8.8	16.1	23.0	16.0	.0164
SUBURBAN TOTAL	875,248	13,310	8.3	17.5	23.5	21.2	.0487
DAYTONA BEACH	**1,685,526**	**11,835**	**8.4**	**17.9**	**23.4**	**16.0**	**.1091**
Volusia	1,685,526	11,835	8.4	17.9	23.4	16.0	.1091
• Daytona Beach	339,123	10,938	8.4	17.1	20.7	15.7	.0323
SUBURBAN TOTAL	1,346,403	12,056	8.4	18.0	24.1	16.0	.0768
FORT LAUDERDALE - HOLLYWOOD	**9,479,620**	**17,825**	**6.0**	**15.8**	**28.5**	**30.1**	**.5431**
Broward	9,479,620	17,825	6.0	15.8	28.5	30.1	.5431
• Fort Lauderdale	1,707,061	17,869	5.6	15.9	26.5	32.0	.1094
• Hollywood	1,082,063	18,209	5.7	14.5	28.1	31.3	.0702
SUBURBAN TOTAL	6,690,496	17,756	6.1	15.9	29.1	29.5	.3635
FORT MYERS - CAPE CORAL	**1,553,554**	**14,729**	**7.3**	**17.8**	**27.4**	**21.7**	**.0973**
Lee	1,553,554	14,729	7.3	17.8	27.4	21.7	.0973
• Cape Coral	291,959	16,917	6.3	19.8	28.5	28.4	.0146
• Fort Myers	320,512	17,213	6.3	14.8	27.1	29.9	.0312
SUBURBAN TOTAL	941,083	13,525	7.8	18.1	27.1	17.8	.0515
FORT WALTON BEACH	**739,950**	**15,700**	**6.2**	**21.6**	**30.4**	**22.6**	**.0444**
Okaloosa	739,950	15,700	6.2	21.6	30.4	22.6	.0444
• Fort Walton Beach	156,080	19,492	3.5	16.7	32.5	33.0	.0121
SUBURBAN TOTAL	583,870	15,008	6.9	22.7	29.9	20.1	.0323
GAINESVILLE	**1,032,769**	**14,597**	**7.3**	**16.4**	**26.7**	**22.0**	**.0638**
Alachua	1,032,769	14,597	7.3	16.4	26.7	22.0	.0638
• Gainesville	546,874	14,770	7.5	16.2	26.4	22.9	.0406
SUBURBAN TOTAL	485,895	14,407	7.1	16.7	27.1	21.1	.0232
JACKSONVILLE	**5,079,427**	**15,744**	**6.1**	**16.8**	**29.1**	**23.4**	**.3095**

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 A	(B) $10,000–$14,999 B	(C) $15,000–$24,999 C	(D) $25,000 & Over D	Buying Power Index
Baker	75,315	14,598	7.2	15.9	28.2	20.6	.0049
Clay	378,567	14,582	6.9	19.6	31.8	16.6	.0271
Duval	4,132,851	16,384	5.8	16.4	29.3	25.3	.2465
• Jacksonville	3,941,919	16,498	5.7	16.2	29.3	25.7	.2347
Nassau	187,310	15,551	6.1	16.1	34.7	17.6	.0113
St. Johns	305,384	10,841	8.7	18.3	21.1	14.3	.0197
SUBURBAN TOTAL	1,137,508	13,656	7.2	18.4	28.8	16.6	.0748
LAKELAND - WINTER HAVEN	**2,229,714**	**15,903**	**6.4**	**16.3**	**28.0**	**24.9**	**.1363**
Polk	2,229,714	15,903	6.4	16.3	28.0	24.9	.1363
• Lakeland	404,469	16,629	6.1	13.3	23.7	30.5	.0344
• Winter Haven	185,654	16,077	7.1	15.0	23.8	29.6	.0167
SUBURBAN TOTAL	1,639,591	15,768	6.5	17.0	29.5	23.1	.0852
MELBOURNE - TITUSVILLE - COCOA	**1,959,374**	**17,736**	**5.5**	**16.0**	**35.1**	**24.4**	**.1150**
Brevard	1,959,374	17,736	5.5	16.0	35.1	24.4	.1150
• Cocoa	111,267	15,682	6.3	15.2	29.4	22.9	.0075
• Melbourne	336,447	17,858	5.7	14.7	35.9	24.0	.0259
• Titusville	228,902	19,579	4.3	11.8	39.2	27.6	.0134
SUBURBAN TOTAL	1,282,758	17,494	5.6	17.1	34.8	24.1	.0682
MIAMI	**13,794,615**	**17,573**	**5.8**	**15.0**	**26.7**	**30.8**	**.7844**
Dade	13,794,615	17,573	5.8	15.0	26.7	30.8	.7844
Coral Gables	575,330	25,657	3.6	10.7	20.4	51.2	.0311
Hialeah	1,165,369	19,606	4.8	15.2	36.1	30.1	.0718
• Miami	2,625,438	13,573	7.6	18.3	26.2	18.7	.1651
Miami Beach	1,136,902	10,739	7.8	15.2	16.3	21.2	.0504
SUBURBAN TOTAL	11,169,177	19,165	5.2	13.9	26.9	34.6	.6193
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***23,274,235***	***17,679***	***5.9***	***15.3***	***27.4***	***30.5***	***1.3275***

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Effective Buying Income per household nearly $22,000 ranking it second in buying power among all metro areas in the state.

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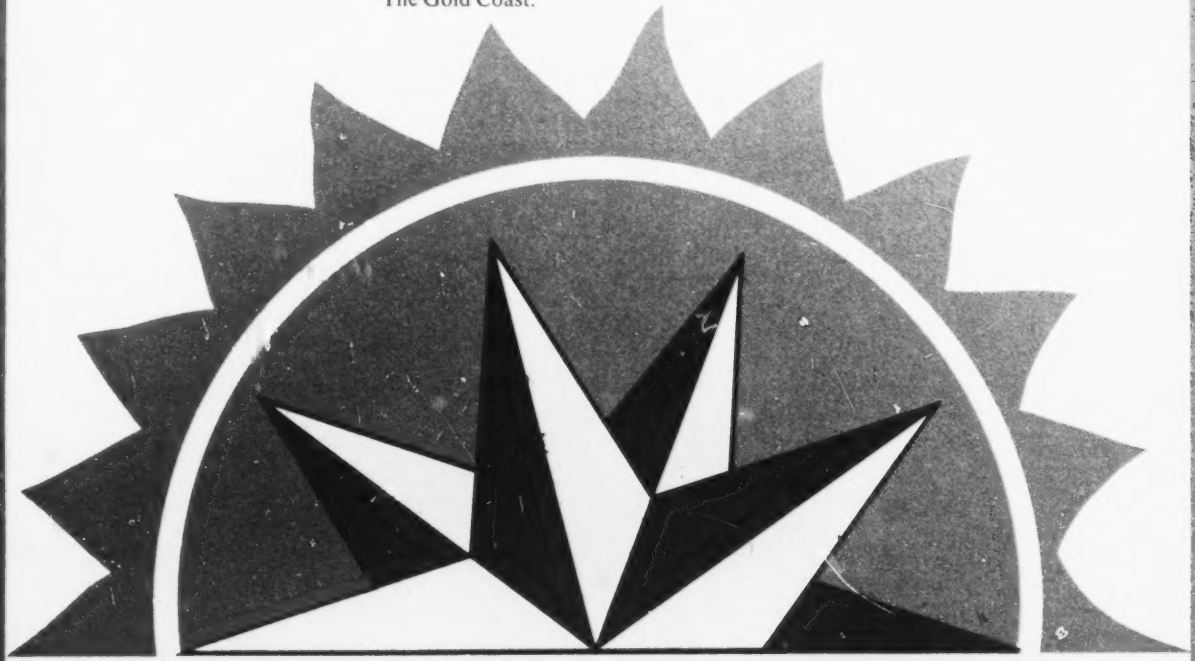

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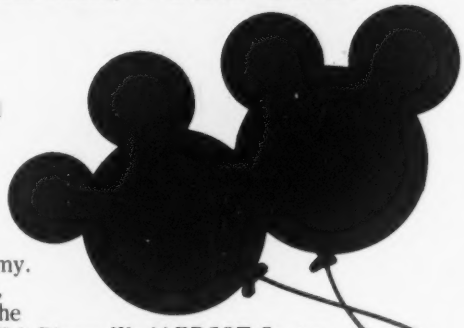

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FLA. (cont.) — ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
OCALA	**753,664**	**12,442**	**7.7**	**18.7**	**23.5**	**17.5**	**.0480**
Marion	753,664	12,442	7.7	18.7	23.5	17.5	.0480
• Ocala	255,305	13,740	7.3	16.7	24.1	22.1	.0227
SUBURBAN TOTAL	498,359	12,008	7.9	19.7	23.2	15.4	.0253
ORLANDO	**5,320,501**	**16,993**	**6.1**	**15.8**	**28.1**	**28.3**	**.3170**
Orange	3,817,448	18,207	5.6	15.2	28.0	31.9	.2215
• Orlando	1,022,565	15,760	6.8	16.0	25.2	27.2	.0711
Osceola	267,590	10,732	8.5	17.8	22.7	12.3	.0184
Seminole	1,235,463	15,913	6.8	16.8	29.7	23.3	.0771
SUBURBAN TOTAL	4,297,936	17,255	6.0	15.7	28.7	28.5	.2459
PANAMA CITY	**597,513**	**14,256**	**6.9**	**19.8**	**28.8**	**18.3**	**.0403**
Bay	597,513	14,256	6.9	19.8	28.8	18.3	.0403
• Panama City	205,268	13,474	7.2	18.6	27.0	17.4	.0206
SUBURBAN TOTAL	392,245	14,650	6.8	20.4	29.8	18.8	.0197
PENSACOLA	**1,794,120**	**14,925**	**6.7**	**18.2**	**30.6**	**19.1**	**.1114**
Escambia	1,449,591	14,893	6.6	18.5	30.8	18.8	.0924
• Pensacola	391,968	14,574	6.5	15.1	26.0	22.8	.0276
Santa Rosa	344,529	15,068	6.8	17.3	29.6	20.7	.0190

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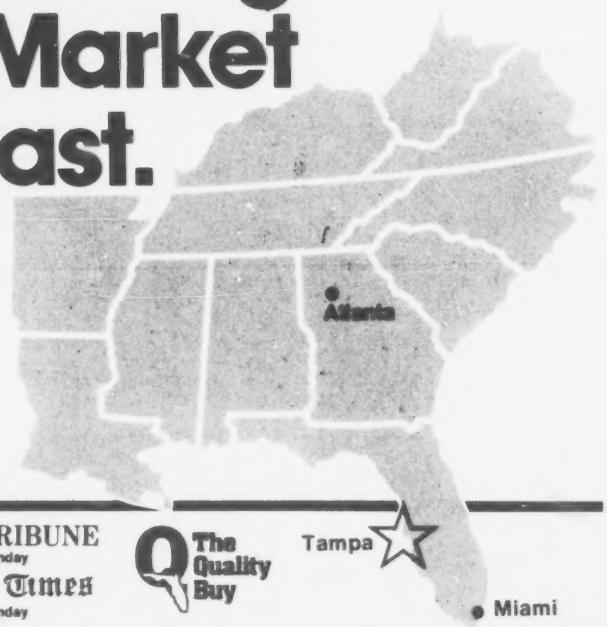

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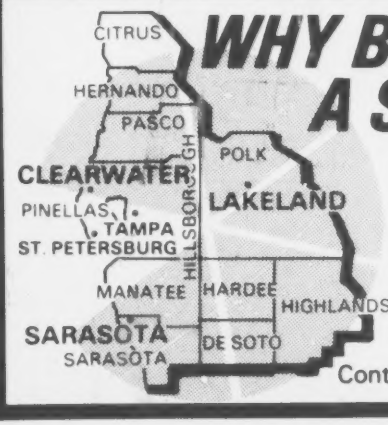
The Tampa Times
Evening and Sunday

The Quality Buy

FLA. (cont.) ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	1,402,152	14,992	6.7	19.1	31.9	18.1	.0838
SARASOTA	**1,572,524**	**12,863**	**8.4**	**17.2**	**23.7**	**19.5**	**.0996**
Sarasota	1,572,524	12,863	8.4	17.2	23.7	19.5	.0996
• Sarasota	407,224	12,223	8.5	17.1	20.6	20.5	.0302
SUBURBAN TOTAL	1,165,300	13,081	8.4	17.3	24.7	19.1	.0694
TALLAHASSEE	**1,221,396**	**16,462**	**6.6**	**15.6**	**25.5**	**28.7**	**.0704**
Leon	1,170,681	16,981	6.5	15.3	25.6	30.0	.0675
• Tallahassee	650,933	16,803	6.7	15.2	24.2	30.6	.0390
Wakulla	50,715	11,131	8.3	19.6	24.7	10.2	.0029
SUBURBAN TOTAL	570,463	16,158	6.6	16.0	27.0	26.6	.0314
TAMPA - ST. PETERSBURG	**11,509,300**	**13,923**	**7.8**	**17.2**	**25.5**	**21.1**	**.6886**
Hillsborough	4,726,617	16,389	6.1	15.8	28.7	25.7	.2919
• Tampa	1,999,045	14,845	6.6	16.5	26.9	22.6	.1354
Pasco	1,007,720	8,976	11.5	18.6	18.4	7.6	.0634
Pinellas	5,774,963	13,788	8.1	18.0	24.9	21.2	.3333
Clearwater	748,815	14,646	8.0	17.7	25.7	23.2	.0526
• St. Petersburg	1,857,369	12,839	8.1	17.4	23.0	20.1	.1061
SUBURBAN TOTAL	7,652,886	13,957	8.0	17.4	25.8	21.0	.4471



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FLA. (cont.) ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
WEST PALM BEACH - BOCA RATON	**5,885,776**	**18,384**	**5.9**	**14.4**	**25.0**	**34.0**	**.3098**
Palm Beach	5,885,776	18,384	5.9	14.4	25.0	34.0	.3098
• Boca Raton	796,526	26,738	3.6	10.0	22.2	53.6	.0370
• West Palm Beach	547,568	15,385	6.8	16.5	25.0	26.2	.0412
SUBURBAN TOTAL	4,541,682	18,061	6.0	14.6	25.2	33.0	.2316
OTHER COUNTIES							
Bradford	106,392	14,203	5.5	18.2	28.9	18.1	.0066
Calhoun	42,892	9,355	9.4	17.9	17.5	11.6	.0029
Charlotte	417,754	11,772	10.5	20.0	22.3	15.3	.0250
Citrus	317,745	10,164	10.1	20.4	19.3	11.0	.0190
Collier	725,010	14,466	7.7	18.9	24.9	23.2	.0460
Columbia	170,470	11,390	8.6	19.4	23.8	12.7	.0121
De Soto	90,284	10,934	9.7	20.2	23.2	10.7	.0061
Dixie	32,222	9,912	9.9	20.6	22.1	6.9	.0023
Flagler	46,076	7,281	10.5	18.8	11.8	4.9	.0032
Franklin	35,086	9,650	10.5	17.5	19.5	11.2	.0025
Gadsden	189,077	11,457	8.7	17.5	23.1	15.3	.0117
Gilchrist	25,758	11,048	5.9	21.9	22.9	8.9	.0015
Glades	22,190	8,107	13.7	18.3	13.9	4.8	.0012
Gulf	53,898	13,175	7.0	17.4	32.1	11.4	.0033
Hamilton	39,944	10,167	8.3	15.0	23.0	12.6	.0029
Hardee	100,343	12,447	8.0	22.5	22.0	16.6	.0062
Hendry	98,959	13,276	8.5	20.8	26.4	16.1	.0071
Hernando	228,665	9,864	9.5	19.9	21.4	8.1	.0151

ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Highlands	295,382	11,255	9.4	19.8	21.1	14.5	.0184
Holmes	54,450	7,763	8.4	19.8	15.2	5.5	.0038
Indian River	387,020	13,103	7.6	19.4	25.8	17.0	.0250
Jackson	167,508	9,191	8.7	16.3	20.9	9.4	.0122
Jefferson	47,454	10,590	6.8	15.6	24.1	12.0	.0030
Lafayette	18,190	9,380	9.9	20.8	16.8	9.2	.0011
Lake	680,551	12,093	8.5	19.2	23.0	16.5	.0421
Levy	97,545	10,518	9.1	19.4	22.5	10.5	.0063
Liberty	15,808	9,541	10.6	24.5	18.4	4.5	.0010
Madison	70,289	10,856	7.5	13.6	24.2	15.0	.0045
Martin	473,234	13,376	7.9	16.9	25.0	19.9	.0290
Monroe	543,010	15,331	6.8	19.0	27.7	23.5	.0309
Okeechobee	103,302	11,517	10.0	23.8	23.3	11.0	.0070
Putnam	274,798	11,768	7.3	17.5	24.2	14.8	.0178
St. Lucie	573,632	13,481	8.1	17.3	23.7	21.2	.0362
Sumter	110,334	9,950	7.1	19.1	19.9	10.8	.0072
Suwannee	127,007	11,082	7.5	15.5	23.3	15.0	.0077
Taylor	87,061	11,716	7.2	16.4	23.0	16.6	.0057
Union	32,126	11,136	9.0	23.7	23.5	9.3	.0021
Walton	97,041	9,235	7.8	19.0	19.6	8.5	.0060
Washington	65,175	8,597	7.8	15.6	19.4	9.6	.0040
TOTAL METRO COUNTIES	**67,283,941**	**15,904**	**6.6**	**16.3**	**27.1**	**25.7**	**3.9531**
TOTAL STATE	**74,347,623**	**15,359**	**6.8**	**16.6**	**26.7**	**24.5**	**4.3988**

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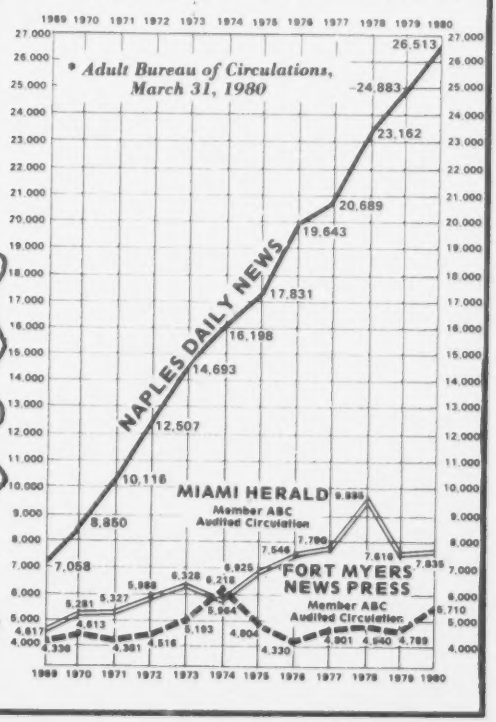
*Circulation Comparison**
Collier County, Florida

1980 PAID CIRCULATION COLLIER COUNTY



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Palm Beach County led the state in 1979 in its ranking of average household spendable income and per person effective buying income, and it was still riding that crest of success in 1980.* In the nation, the county's per capita EBI rose from 15th to 13th ranking in the same time span.* With a household move-in rate of 45 new families per day, there is no doubt why Palm Beach County is recognized as one of the fastest growing markets in the nation in 1981.

Keeping pace with this growth are Palm Beach County's only a.m. and p.m. newspaper buy

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*Source: Survey of Buying Power 1980

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GEORGIA

GA.
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	**114.1**	**.0499**	**25.8**	**14.9**	**17.2**	**16.4**	**17.8**	**37.7**	**467,181**	**88,665**	**30,403**	**67,697**	**26,887**	**96,319**	**16,283**
Dougherty	102.0	.0446	25.9	15.0	17.5	16.7	17.4	33.9	461,687	86,293	30,289	67,688	26,786	96,284	16,223
• Albany	73.9	.0323	26.4	14.0	17.2	16.8	18.5	25.4	388,435	72,863	25,321	40,342	21,345	95,377	13,122
Lee	12.1	.0053	24.4	14.1	13.6	14.3	20.8	3.8	5,494	2,372	114	9	101	35	60
SUBURBAN TOTAL	40.2	.0176	24.7	16.5	17.0	15.8	16.5	12.3	78,746	15,802	5,082	27,355	5,542	942	3,161
ATHENS	**131.6**	**.0577**	**26.7**	**21.8**	**17.3**	**14.5**	**21.1**	**46.7**	**520,271**	**110,601**	**45,774**	**54,467**	**25,274**	**116,615**	**19,324**
Clarke	75.2	.0329	24.6	28.8	17.7	13.3	17.3	27.2	419,853	84,158	36,359	49,233	21,809	99,723	16,355
• Athens	42.2	.0185	24.2	34.2	15.9	11.1	19.2	15.0	286,297	61,869	33,350	39,520	18,794	21,799	14,767
Jackson	25.7	.0113	31.0	12.0	16.3	15.8	27.6	8.8	78,155	16,910	8,105	4,136	3,293	14,642	2,183
Madison	18.1	.0079	30.4	11.6	17.2	16.9	25.2	6.3	12,734	5,727	830	253	59	2,020	505
Oconee	12.8	.0056	29.3	14.8	17.9	15.0	24.8	4.4	9,529	3,806	480	845	113	230	281
SUBURBAN TOTAL	89.6	.0392	28.4	16.0	18.0	16.0	22.0	31.7	233,974	48,732	12,424	14,947	6,480	94,816	4,557
ATLANTA	**2,064.2**	**.9034**	**28.8**	**12.9**	**20.0**	**18.1**	**19.6**	**740.9**	**9,622,552**	**2,000,918**	**911,301**	**1,631,302**	**288,059**	**1,812,360**	**310,212**
Butts	13.9	.0061	29.9	13.2	15.4	15.3	26.9	4.1	32,387	9,761	2,134	513	765	3,677	1,432
Cherokee	53.4	.0234	29.1	11.9	18.4	16.4	22.8	17.5	116,473	39,567	3,574	4,000	5,633	21,425	4,370
Clayton	154.5	.0676	26.5	13.2	24.2	17.9	11.6	52.5	834,157	176,256	58,058	182,790	17,634	119,361	28,236
Cobb	305.6	.1337	28.3	12.5	21.7	19.7	15.7	111.2	1,728,783	363,699	135,666	374,837	52,810	355,992	56,212
De Kalb	488.1	.2136	29.0	12.9	20.6	20.0	17.7	177.4	2,588,496	480,787	222,985	593,340	82,463	435,896	77,394
Douglas	56.7	.0248	27.9	11.1	19.5	17.0	19.2	17.7	169,531	58,463	10,249	8,833	2,958	29,799	9,951
Fayette	30.5	.0134	30.5	9.7	19.2	17.9	23.4	9.8	50,924	21,609	3,025	1,810	2,086	5,689	1,845
Forsyth	28.8	.0126	29.1	12.0	18.6	16.6	22.4	9.8	64,404	18,877	4,533	1,523	1,684	12,344	2,188
Fulton	588.9	.2578	30.1	14.6	18.0	17.1	24.1	227.7	3,033,095	523,038	402,290	401,516	100,934	583,466	88,200
• Atlanta	418.2	.1830	29.8	15.3	17.7	16.0	24.8	161.8	2,123,128	325,101	269,378	341,826	65,437	410,388	54,724
Gwinnett	174.6	.0764	27.6	11.1	21.4	16.5	17.6	58.3	563,873	179,826	33,845	36,387	12,385	147,065	22,743
Henry	37.3	.0163	29.3	10.4	15.7	17.4	23.7	12.1	82,520	20,259	9,861	2,390	921	16,911	1,207
Newton	35.1	.0154	28.9	12.3	16.1	16.0	24.1	11.3	108,693	31,966	8,951	13,689	2,349	16,624	6,056
Paulding	26.7	.0117	29.3	11.8	17.5	17.0	23.0	9.1	45,022	18,309	2,010	1,695	544	8,917	2,981
Rockdale	38.2	.0167	28.4	11.0	18.8	17.2	20.3	12.1	129,146	33,374	11,652	3,787	2,361	38,133	4,181
Walton	31.9	.0139	30.0	11.0	16.1	15.7	26.4	10.3	75,048	25,127	2,468	4,192	2,532	17,061	3,216
SUBURBAN TOTAL	1,646.0	.7204	28.6	12.3	20.4	18.7	18.3	579.1	7,499,424	1,675,817	641,923	1,289,476	222,622	1,401,972	255,498
AUGUSTA	**332.0**	**.1452**	**27.6**	**15.4**	**16.9**	**17.3**	**20.3**	**111.7**	**1,285,736**	**293,735**	**100,844**	**183,439**	**54,988**	**253,277**	**38,762**
Columbia	41.6	.0182	25.4	13.7	18.6	17.0	15.1	13.5	96,991	27,461	4,624	8,666	2,807	7,333	3,077
Richmond	183.6	.0803	26.7	18.2	16.0	16.8	20.0	60.9	843,016	160,061	77,752	140,627	41,697	185,485	21,802
• Augusta	46.8	.0205	33.0	12.2	12.9	15.7	31.8	19.3	315,723	32,800	25,271	54,781	25,066	69,127	9,510
Aiken, S. C.	*106.8*	*.0468*	*30.0*	*11.4*	*17.5*	*18.3*	*22.9*	*37.3*	*345,729*	*106,213*	*18,468*	*34,146*	*10,484*	*60,459*	*13,883*
SUBURBAN TOTAL	285.2	.1248	27.0	16.0	17.3	17.6	18.5	92.4	970,013	260,935	75,573	128,658	29,922	184,150	29,252

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Total Retail Sales	$4,306,000,000	41st
Food Store Sales	$938,900,000	42nd

Source
S&MM Survey
of Buying Power

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$35,000 plus H.H.	81%	63%	95%	84%	65%	40%
$25,000 plus H.H.	76	55	88	74	54	36
Professional/Mgr.	78	56	87	75	61	40

Source: Three Sigma, 1980. Cumes, five dailies, four Sundays. Member Million Market Newspapers.

The Atlanta Journal
THE ATLANTA CONSTITUTION
Reach out for the South

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GA. (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBUS	**239.2**	**.1047**	**25.9**	**20.8**	**17.3**	**15.9**	**18.4**	**79.2**	**914,104**	**186,679**	**73,648**	**134,724**	**39,204**	**204,249**	**30,032**
Chattahoochee	21.9	.0096	22.4	64.7	16.7	8.1	1.6	3.1	6,562	377	1,700	373		67	
Muscogee	169.8	.0743	27.1	17.4	17.6	16.9	19.2	59.6	795,372	151,817	63,515	121,734	37,397	190,739	25,413
• Columbus	169.2	.0740	27.1	17.4	17.6	16.9	19.2	59.4	790,548	151,817	62,993	120,303	36,908	190,739	24,644
Russell, Ala.	*47.5*	*.0208*	*28.3*	*13.0*	*15.4*	*16.1*	*23.7*	*16.5*	*112,170*	*34,485*	*8,433*	*12,617*	*1,807*	*13,443*	*4,619*
SUBURBAN TOTAL	70.0	.0307	24.1	29.2	15.8	13.6	16.8	19.8	123,556	34,862	10,655	14,421	2,296	13,510	5,388
MACON	**256.9**	**.1125**	**28.9**	**12.6**	**16.7**	**18.5**	**21.4**	**88.3**	**1,092,221**	**246,116**	**83,335**	**158,789**	**36,159**	**209,760**	**32,776**
Bibb	151.8	.0664	30.5	12.2	15.6	17.9	25.0	53.7	765,339	161,258	55,438	121,833	27,488	146,882	24,064
• Macon	116.1	.0508	31.1	12.3	14.6	18.1	26.1	42.2	731,906	150,406	53,656	117,873	25,646	145,261	23,669
Houston	78.7	.0345	26.8	13.5	18.9	20.3	14.1	26.2	298,329	70,914	26,833	36,692	8,258	60,944	6,227
Jones	17.0	.0075	28.6	11.6	18.4	16.4	21.8	5.5	18,358	7,293	855		154	1,796	2,198
Twiggs	9.4	.0041	27.4	12.1	14.6	15.4	23.5	2.9	10,195	6,651	209	264	259	138	287
SUBURBAN TOTAL	140.8	.0617	27.6	12.8	18.5	18.7	17.6	46.1	360,315	95,710	29,679	40,916	10,513	64,499	9,107
SAVANNAH	**232.9**	**.1019**	**29.0**	**13.3**	**15.6**	**16.6**	**24.1**	**81.9**	**1,012,004**	**212,564**	**87,970**	**114,671**	**60,869**	**176,186**	**29,250**
Bryan	10.5	.0046	26.5	11.9	14.5	15.0	22.7	3.3	21,773	7,006	739	22	71	4,688	239
Chatham	203.7	.0891	29.2	13.6	15.4	16.8	24.3	72.6	959,319	195,592	86,203	114,264	58,083	160,396	27,747
• Savannah	142.4	.0623	30.2	13.3	13.9	15.8	27.5	52.3	519,068	116,644	53,132	39,671	24,906	56,568	16,058
Effingham	18.7	.0082	28.6	10.9	17.1	16.2	22.8	6.0	30,912	9,966	1,028	385	2,715	11,102	1,264
SUBURBAN TOTAL	90.5	.0396	27.7	13.2	18.2	17.9	18.8	29.6	492,936	95,920	34,838	75,000	35,963	119,618	13,192
OTHER COUNTIES															
Appling	15.8	.0069	28.4	11.3	14.9	15.3	24.9	5.2	37,718	12,995	2,347	3,085	964	7,649	1,029
Atkinson	6.2	.0027	28.0	11.4	14.0	14.5	25.8	2.0	17,506	7,184	898	232	134	1,087	347
Bacon	9.5	.0042	29.3	11.0	14.2	16.1	25.8	3.2	27,460	6,398	1,466	785	1,184	8,903	2,142
Baker	3.8	.0016	29.4	11.6	12.6	14.8	28.1	1.2	5,547	2,590	31	174			232
Baldwin	35.1	.0154	29.7	13.3	16.1	16.4	25.0	10.4	112,579	36,912	8,410	14,488	2,869	17,173	2,821
Banks	8.8	.0039	32.9	12.3	16.4	16.7	29.8	3.1	1,564	626	138	127	76	16	
Barrow	21.6	.0094	31.7	10.9	16.1	16.7	28.0	7.5	75,804	23,570	4,280	2,341	1,172	17,545	3,436
Bartow	41.3	.0181	30.0	11.8	17.3	17.1	24.3	14.1	153,256	33,410	8,531	6,857	7,803	30,285	4,797
Ben Hill	16.3	.0071	33.5	9.5	13.1	15.6	32.4	5.8	54,448	21,072	2,514	3,090	2,796	9,865	2,362
Berrien	13.7	.0060	31.1	11.6	15.1	16.1	28.0	4.7	45,698	15,100	976	1,266	1,113	14,336	2,279
Bleckley	10.8	.0048	30.0	16.3	13.8	16.6	26.5	3.6	32,904	11,735	1,720	1,410	342	7,246	1,407
Brantley	8.9	.0039	29.3	11.9	14.7	16.1	25.5	2.9	7,823	3,037	63	199	864	322	
Brooks	15.4	.0067	31.9	10.5	11.9	14.1	32.2	5.1	24,353	8,083	686	1,650	1,729	5,365	1,262
Bulloch	36.1	.0158	27.1	20.7	14.3	14.2	24.5	11.5	126,104	32,651	8,220	9,836	5,899	31,291	5,019
Burke	19.5	.0085	28.0	11.0	12.0	14.3	27.2	6.3	48,534	19,172	1,399	2,264	5,446	5,992	2,371
Calhoun	5.7	.0025	30.7	9.8	10.8	15.1	30.2	1.8	14,393	6,728	206	1,126	183	3,420	197
Camden	13.5	.0059	28.8	11.0	18.1	17.1	21.8	4.5	28,129	9,032	1,157	2,916	498	3,605	946
Candler	7.6	.0033	34.5	9.7	12.8	14.8	34.5	2.6	22,104	6,616	1,144	1,032		5,928	983
Carroll	57.2	.0251	28.0	16.7	15.8	14.6	24.3	19.4	216,477	76,891	14,341	12,493	6,931	36,873	9,172
☐ Catoosa	37.7	.0165	29.4	11.3	20.1	19.0	19.8	13.0	126,109	40,098	6,382	23,408	2,156	11,684	6,323
Charlton	7.5	.0033	26.8	10.8	14.5	15.2	22.9	2.3	16,438	3,761	956	964	39	5,728	538
Chattooga	22.0	.0096	32.3	10.9	15.5	18.2	27.6	7.8	57,737	20,803	1,864	4,223	2,209	10,174	1,579
Clay	3.5	.0015	33.9	10.0	9.3	14.8	34.1	1.2	2,800	1,292	298	179		61	306
Clinch	6.7	.0030	27.7	12.3	15.3	15.1	23.8	2.2	12,097	3,046	249	1,007	363	1,794	548
Coffee	27.3	.0120	28.3	13.2	15.4	15.3	24.3	9.1	88,448	28,851	6,424	7,120	3,369	15,026	2,655
Colquitt	35.7	.0156	30.4	11.6	14.6	16.0	27.4	12.4	116,243	37,458	4,796	5,970	3,919	14,647	5,076
Cook	13.6	.0060	29.8	11.7	14.5	15.5	27.0	4.6	27,542	8,530	1,830	1,146	756	2,440	1,818
Coweta	39.8	.0174	30.4	10.5	16.4	16.5	26.0	13.6	132,605	38,811	9,072	14,379	7,169	19,098	5,255
Crawford	7.9	.0034	29.3	10.7	14.6	15.9	25.7	2.4	5,939	2,002	210	163		389	141
Crisp	19.6	.0086	29.9	10.8	13.0	15.6	27.7	6.7	112,244	31,646	7,215	8,312	1,598	14,867	1,059
☐ Dade	12.5	.0055	28.0	13.9	17.9	16.2	21.3	4.1	38,316	13,420	1,560	811	1,648	3,157	828
Dawson	4.9	.0021	29.9	12.5	15.6	16.7	25.4	1.7	8,174	3,929	200	226	44	381	139
Decatur	25.8	.0113	30.3	9.9	12.3	15.5	28.7	8.5	72,972	23,081	4,921	6,348	1,585	12,839	2,164
Dodge	17.1	.0075	31.8	11.2	14.4	16.1	29.3	6.0	84,188	27,540	7,167	4,952	2,616	8,048	3,018
Dooly	10.9	.0048	30.3	10.4	12.4	13.8	30.4	3.6	25,703	4,717	623	240	1,573	4,768	1,315
Early	13.2	.0058	31.5	9.5	13.1	14.8	30.6	4.4	35,503	13,802	937	1,729	801	8,103	1,715
Echols	2.3	.0010	30.2	11.1	14.3	15.9	27.2	.8	234	143					
Elbert	18.9	.0083	32.7	10.3	15.0	16.1	30.4	6.7	70,130	23,090	2,661	4,253	2,030	22,003	2,774
Emanuel	21.0	.0092	30.5	10.8	13.9	15.2	28.6	7.1	69,645	19,637	1,830	5,534	3,147	16,991	1,812
Evans	8.5	.0037	30.8	10.1	13.7	15.2	29.1	2.9	29,953	7,938	1,470	122	471	5,230	1,289
Fannin	14.9	.0065	34.6	10.0	14.3	18.1	31.4	5.6	44,321	15,179	1,599	4,295	1,298	4,749	2,023
Floyd	80.3	.0351	31.7	11.7	16.1	18.4	26.4	29.0	331,449	90,343	27,281	32,611	18,294	72,543	10,378
Franklin	15.4	.0067	32.0	12.1	15.5	16.1	29.3	5.5	71,980	20,835	3,499	1,451	1,872	11,593	2,614
Gilmer	11.3	.0049	32.8	10.6	15.6	16.9	29.6	4.0	41,225	10,916	1,388	3,258	1,075	12,675	997
Glascock	2.4	.0011	37.3	8.1	14.0	15.1	37.3	.8	1,293	560	50				21
Glynn	55.4	.0242	29.3	12.5	17.5	17.4	22.6	20.3	319,684	79,483	33,267	16,346	16,337	79,258	14,353
Gordon	30.6	.0134	30.4	11.4	17.4	17.4	24.6	10.5	103,278	33,302	10,156	4,378	5,505	14,792	4,817
Grady	20.0	.0088	31.9	10.3	13.7	15.4	30.3	6.7	53,872	19,696	2,201	1,603	1,217	11,953	1,973
Greene	11.5	.0050	31.8	9.6	12.5	14.2	31.8	3.8	29,191	10,923	835	654	478	4,194	1,998
Habersham	25.3	.0111	29.7	14.4	16.0	17.0	24.6	8.6	96,948	27,343	5,595	4,615	2,583	16,208	4,280
Hall	77.0	.0337	29.9	12.3	17.7	18.1	23.0	26.8	321,504	77,637	20,677	43,705	9,567	51,399	16,363
Hancock	9.5	.0041	28.4	10.8	12.8	14.2	27.4	2.8	12,991	5,533	344	97	596	1,845	402
Haralson	18.6	.0082	32.0	11.2	16.6	17.4	27.7	6.6	52,668	14,709	2,838	1,525	1,163	10,131	3,630
Harris	15.8	.0069	32.1	10.7	12.8	16.8	29.6	5.4	22,611	6,895	6,821	975	127	2,799	813
Hart	18.8	.0082	31.2	11.6	15.3	17.0	27.2	6.4	33,476	13,970	2,219	2,673	1,869	4,661	2,044
Heard	6.6	.0029	33.4	9.9	14.3	15.2	32.5	2.2	4,009	1,461	290	263	56	301	234
Irwin	9.1	.0039	32.9	9.5	13.4	15.5	31.7	3.1	14,540	3,583	462	573	703	3,317	609
Jasper	7.7	.0034	32.8	10.5	12.3	15.3	32.1	2.6	11,738	3,513	497	446	57	3,607	492
Jeff Davis	11.6	.0050	28.6	12.5	15.0	16.1	24.3	3.9	33,885	11,111	1,137	2,491	860	6,409	1,272
Jefferson	18.5	.0081	29.7	10.6	12.8	14.2	29.0	6.1	41,032	15,468	1,420	2,590	1,902	6,623	1,746

GA. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jenkins	8.9	.0039	31.4	10.9	12.9	15.8	29.6	2.9	16,556	5,144	478	124	444	2,777	600
Johnson	8.7	.0038	31.1	10.7	13.8	14.9	29.8	3.0	13,581	5,323	208	492	547	3,110	95
Lamar	12.3	.0054	30.6	12.9	13.4	16.6	27.5	4.1	30,283	7,409	2,067	2,622	853	9,605	1,561
Lanier	5.7	.0025	29.2	11.8	14.9	17.0	24.4	1.9	6,426	1,533	100	75	398	2,071	109
Laurens	37.4	.0163	31.8	10.1	14.4	16.4	29.0	12.7	142,222	39,966	4,881	14,432	4,662	32,993	6,240
Liberty	39.0	.0171	22.8	32.2	15.7	12.4	[illegible]	10.1	73,181	17,498	10,604	5,764	1,436	11,165	3,586
Lincoln	7.0	.0031	31.0	10.3	12.8	17.9	27.0	2.3	7,227	2,343	354	288	61	282	812
Long	4.6	.0020	28.8	12.1	12.0	16.2	26.4	1.6	5,330	1,533	251	192		638	94
Lowndes	69.0	.0302	26.1	16.0	16.2	15.1	20.5	23.2	339,238	70,768	24,515	27,626	9,637	68,904	24,041
Lumpkin	10.9	.0047	26.9	20.7	16.2	15.0	21.8	3.5	21,098	8,187	3,269	199		2,017	1,265
McDuffie	18.8	.0083	29.1	11.8	16.1	17.0	23.5	6.4	81,108	31,039	3,883	5,017	3,503	9,777	3,846
McIntosh	8.1	.0035	28.1	10.7	14.6	15.0	24.9	2.7	30,102	7,037	3,587	492		8,138	125
Macon	14.1	.0062	29.4	10.9	13.1	13.8	28.8	4.5	31,221	11,944	1,086	695	1,436	5,781	949
Marion	5.3	.0023	29.7	11.1	14.0	13.6	28.9	1.7	11,306	2,683	167	125		3,776	800
Meriwether	21.4	.0094	30.5	11.4	13.9	15.1	28.6	7.0	87,563	20,017	4,370	1,663	2,168	40,647	1,630
Miller	7.1	.0031	32.2	8.8	15.0	15.2	30.6	2.5	17,392	7,333	141	462	596	3,753	491
Mitchell	21.3	.0093	28.8	10.3	13.6	14.6	27.0	6.6	47,251	15,461	1,112	3,850	1,552	9,350	1,963
Monroe	14.9	.0065	28.7	14.2	15.3	15.0	25.3	4.8	52,029	9,385	2,911	369	325	14,377	2,101
Montgomery	7.1	.0031	29.4	16.4	14.6	13.8	28.0	2.3	25,595	6,194	2,793	3,558	1,597	7,876	385
Morgan	11.7	.0052	30.5	10.7	14.2	14.4	29.2	3.7	35,337	9,924	689	1,771	1,187	6,506	1,419
Murray	20.2	.0088	28.8	12.3	18.3	16.7	22.0	6.8	52,842	24,152	2,477	1,719	5,173	7,442	1,689
Oglethorpe	9.0	.0039	31.7	10.3	16.0	15.1	29.6	3.0	10,910	3,468	168	94	55	3,974	440
Peach	19.4	.0085	26.4	15.7	14.8	15.4	21.9	6.4	58,648	17,388	2,541	1,209	2,003	8,311	1,779
Pickens	11.8	.0052	31.9	11.6	16.4	17.0	27.9	4.3	41,862	10,248	1,481	1,450	452	18,086	1,539
Pierce	12.1	.0052	30.3	10.5	14.2	15.5	27.8	4.0	26,236	5,785	1,404	526	70	7,944	1,561
Pike	9.1	.0040	31.8	11.1	14.3	15.3	30.1	2.9	5,933	2,546	464	490	109	98	120
Polk	32.6	.0143	32.2	10.6	15.4	17.0	28.7	11.6	101,467	38,599	4,529	3,658	3,714	19,534	8,559
Pulaski	9.0	.0039	33.0	9.2	14.0	17.0	30.2	3.1	28,389	10,379	1,079	740	861	7,005	1,609
Putnam	10.5	.0046	29.5	11.2	15.4	15.6	25.8	3.5	25,164	10,189	1,530	1,052	403	5,389	843
Quitman	2.4	.0011	29.9	11.3	10.7	14.2	30.4	.8	1,125	924	34	16			
Rabun	10.6	.0046	32.7	11.0	16.0	16.3	30.1	4.0	29,747	11,443	1,331	1,895	1,272	3,896	1,195
Randolph	9.7	.0043	33.3	11.9	10.4	13.8	34.4	3.2	16,970	5,903	888	882	695	2,976	1,094
Schley	3.5	.0016	30.6	11.2	15.3	12.9	30.3	1.1	8,868	2,058	82	927	479	2,645	
Screven	14.2	.0062	31.8	10.7	12.1	15.5	30.7	4.9	40,675	12,867	759	1,464	662	7,179	2,252
Seminole	9.2	.0040	31.3	9.4	14.1	15.6	29.1	3.1	33,587	13,200	1,251	954	709	6,323	1,470
Spalding	48.6	.0213	31.1	10.7	16.4	17.3	26.2	16.5	191,506	48,545	13,510	21,525	8,712	41,045	10,562
Stephens	21.9	.0096	31.7	12.3	16.1	17.3	27.3	7.9	116,699	27,706	6,723	11,329	4,583	42,033	5,388
Stewart	5.9	.0025	31.2	10.2	13.4	15.5	29.4	1.9	13,879	4,609	468	485	107	3,686	671
Sumter	29.5	.0130	27.3	16.3	13.4	13.5	26.1	9.6	118,523	26,302	5,862	3,123	3,474	16,323	5,357
Talbot	6.5	.0028	29.8	10.9	13.4	15.0	28.0	2.1	8,598	2,290	63	1,249	92	188	124
Taliaferro	2.0	.0009	36.7	10.0	10.5	12.9	38.5	.8	1,326	506	326	189	39		32
Tattnall	18.4	.0080	31.3	12.0	17.1	17.0	26.6	5.7	45,648	16,535	920	1,946	4,084	9,044	2,420
Taylor	7.9	.0035	30.6	10.2	14.4	14.3	29.3	2.7	19,692	5,709	306	461	531	6,654	1,044
Telfair	11.5	.0050	31.5	10.0	12.9	14.5	30.9	4.0	33,538	10,145	1,173	1,850	1,380	7,265	2,705
Terrell	12.1	.0053	30.6	10.2	13.3	13.8	30.4	3.9	27,289	7,870	1,139	1,415	1,068	5,722	1,160
Thomas	38.4	.0168	30.7	10.4	13.9	15.8	28.2	13.0	152,942	50,654	7,797	15,978	4,879	20,901	4,826
Tift	33.3	.0146	27.2	14.5	15.0	15.4	22.9	11.0	143,796	28,052	10,857	14,698	3,798	28,614	4,740
Toombs	22.9	.0100	30.0	10.6	15.3	15.9	26.4	7.9	84,057	23,949	4,217	4,719	2,007	12,032	2,418
Towns	5.7	.0025	33.5	15.8	13.2	15.5	32.6	2.1	11,892	3,345	1,472	141	76	2,251	348
Treutlen	6.1	.0027	30.9	11.3	12.7	14.3	30.4	2.1	10,531	2,740	842	643	227	1,757	1,102
Troup	50.5	.0221	32.2	11.8	13.1	16.6	29.7	17.8	213,164	48,452	11,786	15,567	14,607	32,913	9,319
Turner	9.6	.0042	30.1	10.6	14.0	15.3	27.8	3.1	23,914	7,468	767	1,384	511	6,428	1,109
Union	9.6	.0042	34.2	9.8	13.9	16.7	32.1	3.5	19,532	5,638	1,077	502	640	2,354	474
Upson	26.2	.0115	33.6	10.2	14.4	17.7	30.3	9.3	83,080	22,737	4,530	7,061	3,235	17,248	4,183
☐ Walker	56.9	.0249	30.6	11.0	17.6	18.0	24.4	20.0	133,931	56,692	5,675	2,770	2,715	21,455	3,009
Ware	37.5	.0164	31.1	10.5	14.2	17.1	27.4	13.0	184,964	40,215	9,556	32,662	7,272	36,938	4,200
Warren	6.6	.0029	31.4	10.7	12.3	15.2	30.4	2.1	9,636	2,955	311	135	424	1,846	118
Washington	19.0	.0083	30.9	10.5	13.8	15.3	29.1	6.2	53,885	12,926	1,939	1,545	1,282	14,285	2,169
Wayne	21.0	.0092	29.3	11.1	15.2	17.3	24.0	7.0	76,706	16,146	5,184	2,965	3,483	17,939	7,195
Webster	2.3	.0010	29.8	11.9	12.3	14.8	28.7	.8	5,723	1,148		3,359		443	
Wheeler	5.2	.0023	32.4	11.9	12.1	13.7	33.2	1.8	4,216	1,542	177		86	358	102
White	10.3	.0045	30.5	14.4	16.5	15.7	26.9	3.6	32,344	4,662	3,472	788	340	9,935	1,105
Whitfield	66.6	.0292	28.8	12.5	18.9	17.4	20.8	23.0	306,161	87,528	23,158	16,853	43,082	45,855	9,314
Wilcox	7.7	.0033	33.4	10.6	11.8	14.8	33.3	2.6	12,164	3,122	673	691	203	1,713	542
Wilkes	11.0	.0049	33.8	9.6	14.0	16.1	32.3	3.9	34,757	11,802	1,263	1,235	893	9,830	1,318
Wilkinson	10.5	.0045	29.9	11.3	15.1	15.6	26.7	3.4	25,231	6,606	1,152	341	562	6,999	530
Worth	18.3	.0081	29.0	11.3	14.2	15.2	26.2	5.9	34,148	10,944	1,287	2,557	223	10,556	1,818
TOTAL METRO COUNTIES	**3,323.9**	**1.4547**	**28.4**	**14.2**	**18.7**	**17.7**	**19.9**	**1,169.7**	**14,754,526**	**3,108,790**	**1,319,991**	**2,325,315**	**525,668**	**2,831,160**	**468,297**
TOTAL STATE	**5,536.4**	**2.4230**	**29.0**	**13.4**	**17.4**	**17.0**	**22.5**	**1,917.7**	**22,073,227**	**5,197,847**	**1,763,308**	**2,836,390**	**821,878**	**4,277,205**	**776,014**

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

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SMSA ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**799,779**	**17,188**	**5.5**	**14.6**	**26.0**	**30.7**	**.0465**
Dougherty	753,009	18,352	5.0	13.9	26.2	33.5	.0440
• Albany	536,727	17,110	5.4	14.7	25.2	31.1	.0333
Lee	46,770	10,106	10.3	21.1	24.7	4.8	.0025
SUBURBAN TOTAL	263,052	17,331	5.8	14.3	27.5	29.8	.0132
ATHENS	**787,987**	**13,877**	**7.5**	**18.0**	**27.4**	**18.6**	**.0493**
Clarke	519,823	14,935	7.1	15.7	24.6	25.1	.0340
• Athens	288,900	13,768	7.7	15.8	22.3	24.2	.0205
Jackson	126,822	13,379	8.0	19.9	32.3	10.8	.0081
Madison	88,499	13,366	7.7	20.8	32.6	10.7	.0044
Oconee	52,843	11,264	9.4	23.8	27.3	5.2	.0028
SUBURBAN TOTAL	499,087	13,916	7.5	19.0	29.7	16.1	.0288
ATLANTA	**17,325,552**	**20,617**	**4.3**	**13.2**	**29.8**	**37.2**	**.9573**
Butts	60,286	12,018	6.7	19.7	27.2	11.5	.0039
Cherokee	271,548	14,221	7.4	20.8	34.2	12.6	.0157
Clayton	1,259,270	22,982	2.5	11.3	36.5	41.7	.0741
Cobb	2,388,555	20,378	4.1	14.0	37.2	32.6	.1462
De Kalb	4,779,478	25,026	3.1	10.1	26.8	50.0	.2550
Douglas	324,225	17,556	5.3	16.0	37.4	22.2	.0192
Fayette	170,927	15,782	5.7	17.7	34.7	18.4	.0090
Forsyth	141,230	12,884	8.2	22.7	31.0	9.8	.0085
Fulton	5,754,189	20,236	4.8	12.8	24.4	39.0	.3044
• Atlanta	3,630,773	17,757	5.6	14.5	26.1	31.9	.2026
Gwinnett	1,221,232	19,671	4.4	14.1	34.3	31.8	.0665
Henry	239,010	17,516	5.2	14.5	28.7	29.6	.0124
Newton	185,535	14,609	6.8	19.0	30.4	18.2	.0116
Paulding	129,753	13,575	6.2	21.1	30.8	12.5	.0073
Rockdale	237,052	18,449	4.0	14.7	34.5	27.9	.0139
Walton	163,262	14,306	7.8	19.4	31.5	15.8	.0096
SUBURBAN TOTAL	13,694,779	21,326	4.0	12.8	30.8	38.6	.7547
AUGUSTA	**2,213,048**	**16,454**	**5.7**	**16.3**	**29.0**	**25.7**	**.1299**
Columbia	230,864	15,925	6.3	17.5	34.1	19.8	.0130
Richmond	1,194,728	15,131	6.3	17.7	28.6	21.8	.0752
• Augusta	285,721	10,931	8.0	17.5	21.6	14.4	.0218
Aiken, S. C.	*787,456*	*19,261*	*4.7*	*13.5*	*27.7*	*34.1*	*.0417*
SUBURBAN TOTAL	1,927,327	17,614	5.3	16.0	30.6	28.0	.1081
COLUMBUS	**1,456,055**	**14,662**	**7.0**	**17.9**	**28.6**	**20.3**	**.0894**
Chattahoochee	133,545	10,392	17.4	22.9	24.0	6.0	.0058
Muscogee	1,081,110	15,576	6.4	17.8	29.6	22.4	.0694
• Columbus	1,078,181	15,586	6.4	17.8	29.5	22.5	.0691
Russell, Ala.	*241,400*	*12,333*	*7.2*	*18.0*	*25.5*	*15.0*	*.0142*
SUBURBAN TOTAL	377,874	11,926	8.8	18.7	25.4	13.6	.0203
MACON	**1,592,865**	**15,651**	**6.3**	**16.7**	**29.1**	**23.0**	**.1003**
Bibb	943,513	14,753	6.5	16.1	27.3	22.0	.0630
• Macon	727,209	14,146	6.8	16.1	26.4	21.0	.0529
Houston	528,880	18,140	5.3	17.0	33.2	28.5	.0307
Jones	80,434	13,232	8.3	19.8	30.7	12.1	.0043
Twiggs	40,038	12,046	7.6	18.2	25.3	13.9	.0023
SUBURBAN TOTAL	865,656	16,776	5.9	17.2	31.7	24.8	.0474
SAVANNAH	**1,520,576**	**15,991**	**5.8**	**15.0**	**28.7**	**24.4**	**.0937**
Bryan	44,040	12,363	8.0	22.1	29.1	9.0	.0028
Chatham	1,382,923	16,350	5.7	14.7	28.2	25.9	.0858
• Savannah	968,560	14,621	6.3	15.2	25.0	23.8	.0553
Effingham	93,613	14,901	6.0	14.1	35.3	14.3	.0051
SUBURBAN TOTAL	552,016	17,830	4.9	14.7	35.2	25.4	.0384
OTHER COUNTIES							
Appling	60,803	9,667	8.2	18.3	22.4	8.0	.0043
Atkinson	28,019	10,262	8.2	13.8	21.1	15.9	.0018
Bacon	45,842	10,594	9.3	16.6	22.9	12.9	.0029
Baker	12,968	8,286	11.0	16.4	18.3	5.9	.0009
Baldwin	229,070	18,255	5.3	15.7	25.3	33.5	.0129
Banks	36,618	11,069	7.8	22.7	26.5	5.3	.0018
Barrow	106,130	12,762	8.3	21.2	29.2	11.8	.0071
Bartow	260,982	16,973	5.4	16.4	31.3	25.4	.0156
Ben Hill	97,866	12,231	7.6	15.2	23.6	18.6	.0059
Berrien	57,915	10,020	9.9	19.7	22.4	8.0	.0042
Bleckley	48,419	10,812	8.0	19.3	24.7	9.3	.0034
Brantley	34,793	10,431	9.4	24.2	20.3	7.6	.0019
Brooks	65,385	9,272	9.2	16.1	20.0	10.7	.0039
Bulloch	164,396	12,083	7.7	18.8	24.7	14.2	.0117
Burke	85,316	9,196	7.8	13.8	18.8	14.5	.0055
Calhoun	20,618	7,680	8.9	14.8	17.4	7.0	.0015
Camden	82,207	17,397	5.1	14.8	32.6	25.4	.0043
Candler	37,987	11,798	7.5	16.2	25.0	15.1	.0025
Carroll	290,859	13,140	7.7	21.0	29.4	13.0	.0197
☐ Catoosa	192,189	13,990	8.2	23.4	35.5	9.9	.0125
Charlton	32,316	10,582	13.2	18.6	23.3	11.8	.0021
Chattooga	116,056	13,506	7.0	20.6	31.5	13.0	.0069
Clay	27,173	12,562	7.4	15.3	16.5	28.2	.0011
Clinch	28,673	10,920	10.0	22.1	21.0	11.6	.0018

SMSA ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Coffee	133,933	11,722	8.0	20.9	23.2	13.6	.0088
Colquitt	189,966	12,594	7.2	18.1	25.1	16.5	.0121
Cook	58,841	11,280	7.5	19.3	26.2	9.1	.0037
Coweta	227,085	14,693	5.7	18.4	29.3	19.5	.0138
Crawford	27,381	9,283	9.6	16.0	23.2	7.4	.0016
Crisp	111,546	13,541	7.0	13.6	25.0	21.0	.0083
☐ Dade	73,282	16,267	4.6	16.7	32.7	21.9	.0044
Dawson	20,877	11,386	7.5	24.2	24.7	8.1	.0012
Decatur	133,657	12,595	7.0	15.2	24.2	18.9	.0081
Dodge	85,318	10,019	8.2	17.2	21.8	11.2	.0064
Dooly	49,079	9,551	6.9	14.6	19.5	14.4	.0031
Early	59,150	9,655	9.3	14.9	19.5	14.0	.0040
Echols	9,875	9,645	7.5	14.6	22.9	11.1	.0004
Elbert	99,130	12,561	7.4	19.1	27.0	13.9	.0067
Emanuel	92,825	10,051	8.1	17.9	21.2	11.2	.0065
Evans	38,731	10,333	8.0	16.4	21.0	13.7	.0027
Fannin	67,768	10,856	8.7	24.4	22.2	7.7	.0046
Floyd	564,772	17,293	5.6	14.9	29.7	27.3	.0328
Franklin	83,578	13,437	7.1	18.9	28.7	15.1	.0058
Gilmer	48,047	9,961	10.3	20.5	23.6	5.7	.0035
Glascock	10,481	9,432	10.3	19.4	18.6	9.4	.0006
Glynn	396,135	16,948	5.9	15.2	29.7	26.9	.0257
Gordon	175,897	15,174	6.6	20.3	31.3	19.3	.0108
Grady	84,791	9,976	9.0	18.1	21.6	10.3	.0056
Greene	55,152	12,655	7.5	16.5	27.6	15.1	.0035
Habersham	130,140	13,495	7.4	20.9	30.6	12.9	.0088
Hall	447,020	14,589	7.0	19.9	31.1	17.3	.0291
Hancock	30,962	8,712	7.2	18.3	20.4	6.8	.0021
Haralson	91,336	12,298	8.8	21.8	27.9	10.1	.0057
Harris	84,654	12,709	7.0	16.8	26.5	16.2	.0044
Hart	101,137	14,282	6.3	16.5	30.3	17.0	.0055
Heard	27,740	11,690	7.2	20.4	28.7	7.3	.0015
Irwin	40,588	9,771	8.3	19.4	19.8	9.8	.0025
Jasper	36,946	10,346	8.4	12.3	23.7	15.1	.0020
Jeff Davis	66,023	14,662	5.4	16.2	27.3	21.5	.0039
Jefferson	88,540	11,450	8.1	16.2	22.2	16.9	.0053
Jenkins	35,918	9,842	8.3	17.9	22.3	9.1	.0023
Johnson	45,439	12,190	6.9	14.3	25.2	17.0	.0025
Lamar	58,497	12,757	7.1	21.6	27.0	13.5	.0036
Lanier	29,275	12,436	6.7	19.1	23.3	16.6	.0015
Laurens	190,600	11,712	7.2	17.0	23.2	15.7	.0129
Liberty	145,443	10,100	9.6	20.7	22.4	7.4	.0098
Lincoln	32,366	10,576	9.9	18.3	20.0	14.0	.0016
Long	19,920	10,158	9.3	18.1	19.6	12.8	.0012
Lowndes	376,346	13,305	7.7	17.0	26.7	17.5	.0270
Lumpkin	47,397	11,721	8.1	20.0	27.1	10.3	.0029
McDuffie	105,884	14,236	6.4	15.8	27.3	20.5	.0071
McIntosh	33,179	10,008	9.7	19.4	21.6	9.1	.0025
Macon	60,753	9,858	8.5	17.3	18.9	13.1	.0039
Marion	20,530	10,309	8.5	18.9	25.0	7.4	.0013
Meriwether	109,266	13,157	6.9	16.6	26.1	18.1	.0077
Miller	31,257	8,611	8.2	13.5	20.0	11.0	.0020
Mitchell	86,137	10,072	7.9	18.9	20.9	10.5	.0057
Monroe	91,013	16,302	5.3	15.1	30.1	24.3	.0054
Montgomery	33,530	10,923	9.4	16.4	23.3	14.0	.0024
Morgan	53,796	11,697	7.0	15.2	25.6	14.8	.0037
Murray	116,731	16,008	5.1	20.9	35.4	18.8	.0065
Oglethorpe	39,787	11,642	8.1	20.6	25.5	11.0	.0022
Peach	113,380	14,737	6.8	17.8	25.8	23.4	.0067
Pickens	62,652	13,043	8.3	19.1	30.9	12.6	.0041
Pierce	56,488	12,227	7.8	20.1	24.7	14.3	.0034
Pike	45,818	13,849	6.7	18.1	27.5	18.5	.0023
Polk	167,568	13,134	6.8	21.1	30.4	12.0	.0105
Pulaski	50,623	12,494	6.0	13.1	21.2	22.2	.0031
Putnam	67,864	17,027	6.2	14.5	24.7	29.6	.0036
Quitman	7,857	7,729	12.0	18.4	10.5	7.5	.0005
Rabun	44,686	9,529	9.4	23.6	18.1	6.0	.0030
Randolph	44,245	9,664	8.1	14.3	19.5	14.8	.0026
Schley	11,489	8,212	9.9	15.9	20.2	4.9	.0009
Screven	60,189	9,015	8.4	16.1	19.8	10.0	.0042
Seminole	42,071	11,297	7.3	17.6	25.6	11.7	.0029
Spalding	290,169	15,597	6.6	16.7	29.8	22.0	.0183
Stephens	120,143	13,387	7.8	20.5	30.6	13.1	.0088
Stewart	22,188	8,953	8.3	17.1	19.3	9.6	.0015
Sumter	162,268	13,344	6.9	15.6	24.1	21.0	.0108
Talbot	24,635	8,634	10.4	18.3	15.0	9.7	.0015
Taliaferro	6,676	6,155	9.1	15.9	9.5	3.4	.0004
Tattnall	90,230	12,220	7.2	15.2	24.1	17.9	.0055
Taylor	31,956	10,078	7.8	19.4	21.3	9.6	.0022
Telfair	46,677	9,132	9.0	17.3	19.8	9.0	.0033
Terrell	44,002	8,652	7.8	17.8	18.7	8.3	.0032

GA. (cont.)

$ & M ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Thomas	195,839	12,143	7.6	17.8	24.1	15.8	.0134
Tift	171,855	12,422	8.7	18.2	25.0	15.9	.0123
Toombs	110,417	11,213	8.2	18.2	23.2	13.2	.0076
Towns	26,271	9,187	8.7	15.7	21.0	9.8	.0016
Treutlen	23,208	8,764	8.7	17.7	18.5	8.3	.0015
Troup	309,133	14,820	5.9	15.5	26.3	23.2	.0195
Turner	47,865	12,724	7.5	18.3	23.7	17.9	.0029
Union	40,317	9,417	9.1	18.5	20.0	8.9	.0025
Upson	138,180	13,478	7.6	20.2	32.5	11.4	.0087
Walker	358,852	16,524	5.2	17.0	35.0	20.8	.0190
Ware	211,318	13,860	6.9	17.1	28.6	17.7	.0150
Warren	37,333	12,843	6.9	17.0	23.5	19.0	.0018
Washington	108,957	13,054	6.0	13.1	20.7	24.7	.0064
Wayne	118,275	14,740	6.2	16.7	27.5	21.5	.0074
Webster	10,574	10,000	9.1	15.6	21.6	12.8	.0006
Wheeler	18,513	8,122	8.4	18.2	18.8	5.2	.0012
White	43,542	9,788	11.8	17.6	23.6	7.5	.0032
Whitfield	481,703	18,050	5.5	16.8	32.4	28.8	.0285
Wilcox	37,284	10,351	8.3	14.6	20.5	16.2	.0021
Wilkes	58,897	11,850	8.9	18.5	20.8	18.7	.0037
Wilkinson	50,083	13,160	7.1	16.4	27.1	16.9	.0031
Worth	68,986	9,585	8.4	19.4	20.7	8.2	.0046
TOTAL METRO COUNTIES	**25,291,329**	**18,656**	**5.1**	**14.5**	**29.7**	**31.8**	**1.4464**
TOTAL STATE	**36,916,329**	**16,301**	**6.0**	**15.8**	**28.1**	**25.9**	**2.1878**

HAWAII

HAWAII

$ & M ESTIMATES — POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
HONOLULU	**772.1**	**.3379**	**28.0**	**16.2**	**20.0**	**16.7**	**19.2**	**235.6**
Honolulu	772.1	.3379	28.0	16.2	20.0	16.7	19.2	235.6
• Honolulu	367.4	.1608	30.7	15.0	19.6	16.8	24.9	129.9
SUBURBAN TOTAL	404.7	.1771	25.5	17.2	20.4	16.5	14.2	105.7
OTHER COUNTIES								
Hawaii	94.3	.0413	32.3	10.0	14.1	16.0	30.2	30.3
Kauai	39.8	.0174	33.2	8.5	15.1	16.0	31.4	12.3
Maui	72.9	.0319	32.6	9.5	14.7	15.6	30.9	23.4
TOTAL METRO COUNTIES	**772.1**	**.3379**	**28.0**	**16.2**	**20.0**	**16.7**	**19.2**	**235.6**
TOTAL STATE	**979.1**	**.4285**	**28.7**	**14.8**	**18.8**	**16.5**	**21.7**	**301.6**

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**3,567,464**	**642,071**	**535,818**	**845,681**	**74,469**	**373,362**	**210,486**
Honolulu	3,567,464	642,071	535,818	845,681	74,469	373,362	210,486
• Honolulu	2,544,627	437,676	391,870	602,033	57,669	252,904	157,164
SUBURBAN TOTAL	1,022,837	204,395	143,948	243,648	16,800	120,458	53,322
OTHER COUNTIES							
Hawaii	360,703	99,997	37,866	36,602	12,726	44,950	28,849
Kauai	178,870	61,288	24,918	24,441	3,637	11,233	1,972
Maui	411,224	107,338	54,703	54,561	11,653	36,393	23,629
TOTAL METRO COUNTIES	**3,567,464**	**642,071**	**535,818**	**845,681**	**74,469**	**373,362**	**210,486**
TOTAL STATE	**4,518,261**	**910,694**	**653,305**	**961,285**	**102,485**	**465,938**	**264,936**

HAWAII

$ & M ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
HONOLULU	**6,434,413**	**23,452**	**3.7**	**12.0**	**25.9**	**46.1**	**.3557**
Honolulu	6,434,413	23,452	3.7	12.0	25.9	46.1	.3557
• Honolulu	3,598,291	23,774	3.9	11.7	24.2	47.2	.2104
SUBURBAN TOTAL	2,836,122	23,123	3.4	12.5	28.1	44.8	.1453
OTHER COUNTIES							
Hawaii	651,396	18,238	4.7	17.0	29.1	31.5	.0375
Kauai	278,803	20,461	3.7	15.1	30.0	36.3	.0167
Maui	486,241	17,801	4.9	16.6	29.5	29.9	.0326
TOTAL METRO COUNTIES	**6,434,413**	**23,452**	**3.7**	**12.0**	**25.9**	**46.1**	**.3557**
TOTAL STATE	**7,850,853**	**22,266**	**3.9**	**13.0**	**26.6**	**43.0**	**.4425**

Hawaii Deserves A Second Look!!

- **Population of the state:** 931,600
- **Number of households:** 288,400
- **Total EBI:** $7,241,250,000
- **Retail Sales:** $5,760,600,000
- **Food Sales:** $750,964,000
- **Automobile Sales:** $373,000,000
- **Furniture & home appliances:** $103,137,000
- **Tourism 1980:** 3,960,531 Visitors to Hawaii.
- **Visitor expenditure:** $2,620,000,000

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IDAHO

IDAHO — POPULATION—12/31/80 — RETAIL SALES BY STORE GROUP 1980

SMSA ESTIMATES

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**178.1**	**.0779**	**28.3**	**13.6**	**18.0**	**16.3**	**21.7**	**65.7**	**940,193**	**196,762**	**86,837**	**101,486**	**71,021**	**180,549**	**15,471**
Ada	178.1	.0779	28.3	13.6	18.0	16.3	21.7	65.7	940,193	196,762	86,837	101,486	71,021	180,549	15,471
• Boise	104.3	.0456	28.5	14.8	17.5	16.1	22.5	40.7	628,409	146,559	60,086	72,381	54,729	104,814	13,837
SUBURBAN TOTAL	73.8	.0323	28.0	11.9	19.0	16.5	20.3	25.0	311,784	50,203	26,751	29,105	16,292	75,735	1,634
OTHER COUNTIES															
Adams	3.4	.0015	30.7	10.2	16.9	15.8	27.0	1.2	5,355	1,240	206	1,699			368
Bannock	66.6	.0291	24.9	17.2	17.2	14.3	18.3	23.1	344,675	69,922	23,489	38,849	20,756	58,097	11,040
Pocatello	46.8	.0205	24.8	18.9	17.8	13.2	18.5	16.8	321,972	63,737	22,265	38,672	19,539	56,536	10,542
Bear Lake	7.1	.0031	30.0	7.7	13.9	15.0	28.0	2.3	21,399	6,206	1,106	651	931	5,359	1,093
Benewah	8.5	.0038	30.3	10.5	16.8	15.9	26.2	3.0	23,601	6,040	1,871	1,343	376	6,975	1,301
Bingham	37.2	.0162	25.3	10.3	16.4	15.4	18.7	11.1	105,496	28,792	4,355	4,572	2,900	12,477	2,806
Blaine	10.2	.0045	29.0	13.1	18.7	16.4	22.4	4.2	60,075	12,995	6,232	947	2,685	8,470	2,333
Boise	3.1	.0014	29.9	9.5	18.8	16.8	23.5	1.2	3,429	1,821	813	355	43		
Bonner	24.9	.0109	32.1	8.8	15.1	17.3	28.4	9.1	87,729	22,007	8,582	3,896	3,792	20,150	2,588
Bonneville	67.2	.0294	25.5	11.8	18.5	16.3	16.0	22.0	393,765	67,408	19,657	63,192	32,024	65,026	7,484
Boundary	7.4	.0032	32.1	8.3	14.1	18.2	27.7	2.5	24,575	8,725	1,349	1,688	198	4,999	743
Butte	3.4	.0015	28.9	7.7	15.1	16.9	23.8	1.1	8,868	1,983	1,104		173	665	246
Camas	.8	.0003	31.3	7.0	17.8	14.9	28.5	.3	736	359	92	45			
Canyon	85.7	.0376	28.5	13.4	15.1	14.9	25.2	29.3	360,172	86,585	21,343	47,819	20,554	79,273	8,497
Caribou	8.9	.0038	26.3	9.3	17.1	15.8	19.4	2.8	24,073	7,174	812	224	621	6,273	789
Cassia	19.7	.0087	26.4	11.0	16.7	15.0	20.6	6.2	102,241	23,238	4,423	12,763	4,742	19,540	2,957
Clark	.8	.0003	29.3	10.5	18.9	14.9	24.4	.3	2,362		217	75		1,359	
Clearwater	10.4	.0046	29.6	11.2	20.7	18.4	20.4	3.7	34,175	11,585	1,964	364	602	9,209	699
Custer	3.4	.0015	32.1	8.0	17.1	18.1	26.9	1.3	11,448	3,101	980	703		1,188	342
Elmore	21.9	.0095	23.4	19.2	20.6	14.1	11.1	7.0	51,209	12,302	3,521	2,838	2,462	14,968	738
Franklin	9.1	.0040	28.7	8.5	13.1	13.4	28.5	2.7	28,569	5,139	1,407	1,298	4,324	5,622	446
Fremont	11.0	.0048	26.0	10.1	15.1	14.9	21.5	3.4	31,012	7,772	1,419	723	744	6,044	666
Gem	12.2	.0054	30.7	10.1	16.1	15.1	28.0	4.3	27,395	8,524	1,107	1,230	2,206	6,247	492
Gooding	12.2	.0053	32.6	8.6	13.7	15.0	31.7	4.3	31,391	8,421	1,552	3,087	1,043	5,298	572
Idaho	14.9	.0065	30.7	9.7	16.5	17.3	25.6	5.3	37,749	11,240	2,745	1,254	2,409	5,590	1,350
Jefferson	15.7	.0069	25.1	9.9	15.1	14.9	20.2	4.6	33,014	10,706	1,451	855	1,676	5,062	981
Jerome	15.2	.0067	29.7	10.1	13.0	16.4	26.8	5.2	33,221	10,583	2,574	1,913	2,022	2,125	2,382
Kootenai	61.8	.0270	30.1	11.7	16.3	16.4	25.7	22.3	234,003	59,944	17,912	11,944	8,678	44,749	8,019
Latah	29.0	.0127	24.6	28.0	17.2	12.4	18.9	10.5	103,608	25,668	8,512	6,717	8,557	18,405	4,500
Lemhi	7.6	.0033	31.1	8.1	18.0	15.9	27.0	2.8	20,614	5,536	1,987	945	961	2,424	315
Lewis	4.1	.0018	30.3	9.4	15.4	16.9	25.9	1.5	12,925	5,571	1,010	323	116	719	464
Lincoln	3.5	.0016	31.4	8.8	12.8	17.7	27.7	1.2	2,766	758	401	325	92	218	192
Madison	20.2	.0088	21.7	20.6	12.9	11.3	16.0	5.2	81,188	19,304	2,322	3,432	7,752	12,954	2,298
Minidoka	20.0	.0087	26.0	10.4	15.6	16.1	19.9	6.4	45,506	11,973	2,600	975	1,691	14,351	834
Nez Perce	33.4	.0147	30.5	12.8	17.3	17.3	24.9	12.7	197,733	37,722	15,168	37,808	14,358	38,484	5,384
Oneida	3.3	.0014	34.6	7.2	11.5	13.6	35.9	1.1	8,136	782	633	1,169	466	2,021	310
Owyhee	8.4	.0037	28.0	10.9	15.6	15.6	23.4	2.7	13,192	1,636	1,112	1,907	284	1,035	273
Payette	16.0	.0070	32.1	10.0	15.2	14.2	31.5	5.7	33,700	9,286	1,648	318	2,981	7,465	635
Power	7.0	.0030	26.9	10.9	17.5	16.2	19.6	2.3	12,556	6,825	881		117	1,038	445
Shoshone	19.1	.0084	29.6	12.1	18.4	16.6	23.3	6.9	62,776	19,067	4,347	563	2,463	11,189	3,136
Teton	3.0	.0013	27.2	7.2	12.9	15.1	24.9	.9	9,138	2,396	570	861	669	1,881	92
Twin Falls	53.8	.0236	30.1	11.3	16.0	15.6	26.6	19.3	244,160	43,853	16,126	23,587	14,491	54,999	11,050
Valley	5.8	.0025	30.1	9.1	17.0	18.6	23.0	2.1	31,818	4,102	2,363	3,217	362	4,166	1,661
Washington	8.9	.0039	32.7	8.9	13.9	15.0	31.8	3.2	25,977	7,391	1,727	2,355	308	7,020	803
TOTAL METRO COUNTIES	**178.1**	**.0779**	**28.3**	**13.6**	**18.0**	**16.3**	**21.7**	**65.7**	**940,193**	**196,762**	**86,837**	**101,486**	**71,021**	**180,549**	**15,471**
TOTAL STATE	**963.9**	**.4218**	**27.9**	**12.8**	**16.7**	**15.6**	**22.5**	**334.0**	**3,967,723**	**892,444**	**280,527**	**390,315**	**242,650**	**773,683**	**106,795**

IDAHO — EFFECTIVE BUYING INCOME 1980

SMSA ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
BOISE	**1,301,436**	**17,735**	**4.9**	**15.2**	**31.9**	**26.9**	**.0806**
Ada	1,301,436	17,735	4.9	15.2	31.9	26.9	.0806
• Boise	796,043	17,474	5.0	14.6	32.3	25.9	.0506
SUBURBAN TOTAL	505,393	18,190	4.7	16.0	31.5	28.5	.0300
OTHER COUNTIES							
Adams	21,256	15,956	5.5	20.0	37.1	16.4	.0010
Bannock	447,646	17,491	5.3	14.4	32.8	26.0	.0289
Pocatello	329,729	17,613	5.3	13.8	32.2	26.6	.0232
Bear Lake	40,425	16,000	7.0	17.0	32.6	20.7	.0024
Benewah	54,603	16,231	4.5	15.4	33.5	21.2	.0030
Bingham	278,925	22,376	4.4	11.2	25.4	43.2	.0142
Blaine	84,673	16,338	7.5	18.1	32.7	22.1	.0051
Boise	19,396	16,250	5.3	18.6	41.4	15.3	.0009
Bonner	137,464	13,020	7.5	18.7	28.2	14.4	.0087
Bonneville	484,070	19,769	4.6	12.7	32.4	33.8	.0315
Boundary	39,883	13,697	6.8	22.3	30.3	14.3	.0025
Butte	21,555	19,267	4.7	10.8	31.4	31.6	.0012
Camas	6,508	17,769	8.0	13.0	41.3	21.0	.0002
Canyon	571,567	16,862	5.8	15.3	29.7	26.2	.0345
Caribou	65,530	22,183	2.8	12.0	32.7	40.2	.0032
Cassia	130,154	18,337	5.6	15.3	29.4	31.2	.0086
Clark	3,293	10,687	9.0	32.6	21.0		.0002
Clearwater	67,190	17,509	4.9	19.4	35.7	22.7	.0039
Custer	19,482	12,604	7.2	16.2	27.0	16.2	.0012
Elmore	142,531	16,607	6.7	19.7	34.0	22.6	.0074
Franklin	45,982	15,709	7.5	20.2	33.5	19.6	.0030

IDAHO (cont.)

$ EFFECTIVE BUYING INCOME 1980

ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Fremont	70,826	17,479	5.8	15.3	31.4	26.6	.0038
Gem	72,949	15,504	7.1	16.3	32.3	19.4	.0039
Gooding	75,401	13,932	7.6	15.9	25.6	21.0	.0042
Idaho	88,023	14,568	5.8	20.6	33.0	15.2	.0049
Jefferson	78,678	15,036	6.2	19.6	31.2	18.8	.0045
Jerome	82,319	13,326	8.0	19.1	26.1	17.9	.0047
Kootenai	370,026	15,141	6.0	17.8	34.4	16.2	.0229
Latah	204,279	16,916	6.6	14.3	29.6	26.4	.0113
Lemhi	47,669	13,798	5.6	17.7	26.0	18.9	.0026
Lewis	28,967	16,935	6.1	17.3	31.3	25.1	.0015
Lincoln	17,724	13,062	6.8	19.3	27.9	15.1	.0010
Madison	118,504	17,399	6.3	17.0	29.8	27.6	.0075
Minidoka	128,221	17,292	5.4	16.9	32.1	26.6	.0068
Nez Perce	249,920	17,674	5.1	12.8	32.3	27.1	.0159
Oneida	13,596	10,458	9.7	21.1	24.8	6.0	.0010
Owyhee	38,287	11,477	10.4	21.4	23.4	12.0	.0021
Payette	94,138	14,287	6.9	15.7	28.3	19.7	.0050
Power	44,455	17,827	3.3	14.7	33.4	28.0	.0022
Shoshone	126,660	17,265	4.7	17.0	40.3	20.5	.0072
Teton	12,407	10,750	12.0	22.5	20.3	11.5	.0009
Twin Falls	379,636	16,812	6.0	15.8	28.7	27.1	.0227
Valley	32,843	14,291	5.7	22.1	34.7	11.8	.0024
Washington	55,649	14,516	8.1	14.4	27.8	20.7	.0032
TOTAL METRO COUNTIES	**1,301,436**	**17,735**	**4.9**	**15.2**	**31.9**	**26.9**	**.0806**
TOTAL STATE	**6,414,746**	**16,822**	**5.7**	**15.8**	**31.2**	**25.0**	**.3844**

ILLINOIS

ILL.

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

ESTIMATES

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BLOOMINGTON - NORMAL	**120.4**	**.0526**	**26.7**	**21.9**	**15.1**	**13.8**	**23.6**	**42.6**	**560,099**	**107,131**	**57,477**	**63,540**	**21,441**	**81,183**	**17,136**
McLean	120.4	.0526	26.7	21.9	15.1	13.8	23.6	42.6	560,099	107,131	57,477	63,540	21,441	81,183	17,136
• Bloomington	44.5	.0195	29.3	17.7	15.8	13.6	27.3	18.1	397,635	73,012	41,169	60,819	16,862	70,843	16,549
• Normal	36.3	.0159	22.9	41.6	12.6	12.1	12.9	9.8	82,545	21,346	10,754	1,080	3,295	920	351
SUBURBAN TOTAL	39.6	.0172	32.0	8.5	16.3	15.7	29.4	14.7	79,919	12,773	5,554	1,641	1,284	9,420	236
CHAMPAIGN - URBANA - RANTOUL	**168.8**	**.0739**	**24.2**	**28.6**	**18.4**	**12.9**	**15.6**	**59.4**	**756,621**	**147,657**	**95,958**	**106,571**	**33,062**	**93,539**	**22,955**
Champaign	168.8	.0739	24.2	28.6	18.4	12.9	15.6	59.4	756,621	147,657	95,958	106,571	33,062	93,539	22,955
• Champaign	58.2	.0255	24.2	33.1	16.8	12.3	17.0	21.5	373,387	52,430	46,724	60,532	23,624	52,770	14,105
• Rantoul	19.9	.0087	22.5	32.2	20.4	12.1	6.2	5.5	82,719	13,527	12,926	8,085	2,531	22,757	1,938
• Urbana	36.2	.0158	24.0	37.8	17.8	10.5	16.3	12.5	86,129	13,576	16,677	9,326	5,827	8,470	1,759
SUBURBAN TOTAL	54.5	.0239	26.2	16.3	19.7	15.5	17.1	19.9	214,386	68,124	19,631	28,628	1,080	9,542	5,153
CHICAGO	**7,118.1**	**3.1152**	**30.1**	**12.9**	**17.1**	**17.0**	**24.5**	**2,514.0**	**30,768,333**	**6,011,122**	**3,238,332**	**4,050,998**	**1,441,902**	**4,788,350**	**1,236,990**
Cook	5,236.6	2.2917	30.7	13.0	16.9	16.7	25.9	1,888.6	21,895,844	4,360,576	2,407,484	3,015,499	1,025,676	3,190,548	921,157
Arlington Heights	66.2	.0290	28.2	9.7	17.8	21.9	16.1	21.0	305,763	34,562	33,105	28,057	20,762	94,086	11,138
Berwyn	46.5	.0204	41.7	11.0	13.5	15.3	41.5	20.0	185,302	21,817	25,245	24,491	8,195	51,883	10,227
• Chicago	2,978.2	1.3034	31.1	13.5	16.7	15.8	27.8	1,138.3	9,118,495	1,822,642	1,095,123	1,110,641	444,581	1,028,210	444,800
Chicago Heights	36.8	.0161	28.1	12.9	17.2	16.3	21.9	12.1	213,982	37,554	27,226	21,493	8,530	71,026	6,114
Cicero	60.9	.0267	38.0	13.2	16.2	15.6	34.4	25.3	153,195	51,988	22,071	5,445	2,571	26,328	3,460
Des Plaines	53.3	.0233	29.9	11.1	18.2	19.4	21.3	18.2	327,994	51,881	41,446	38,536	2,341	82,673	12,306
Evanston	73.2	.0320	32.1	17.4	17.2	14.3	30.7	28.2	366,097	67,562	32,310	18,464	16,794	84,451	16,652
Oak Lawn	60.6	.0265	30.4	10.5	14.0	19.8	23.7	20.1	424,561	96,805	33,479	79,248	13,709	89,831	20,398
Oak Park	54.4	.0238	35.2	12.2	15.3	14.2	36.0	22.3	193,690	43,025	13,882	10,507	14,383	34,837	6,023
Park Ridge	38.5	.0168	35.3	9.4	11.9	20.4	30.2	13.2	229,206	60,348	9,458	1,105	5,719	98,746	13,537
Skokie	59.7	.0261	33.8	11.1	13.6	20.6	27.8	20.6	533,554	55,249	28,998	88,734	31,403	70,169	11,348
Du Page	**672.2**	**.2942**	**28.9**	**11.2**	**19.0**	**19.3**	**19.2**	**230.2**	**3,802,406**	**633,535**	**347,899**	**392,306**	**187,081**	**612,520**	**139,430**
Elmhurst	44.0	.0193	31.9	11.2	14.4	19.7	25.8	15.0	214,575	25,660	19,471	19,319	6,835	79,844	6,091
Kane	**281.2**	**.1231**	**28.4**	**13.1**	**17.5**	**16.0**	**22.5**	**95.5**	**1,466,269**	**274,586**	**130,644**	**236,570**	**67,038**	**224,604**	**37,499**
Aurora	82.0	.0359	28.0	15.2	16.9	14.9	23.3	29.4	643,716	88,929	45,029	169,245	35,097	120,988	15,420
Elgin	64.6	.0283	31.8	13.8	16.7	14.5	30.1	23.7	430,374	100,756	29,733	41,286	17,486	68,755	11,762

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ILL. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lake	446.2	.1953	27.6	15.0	16.9	17.6	19.8	143.2	1,970,891	387,763	202,581	259,807	102,976	413,954	73,569
North Chicago	38.4	.0168	22.1	45.6	10.1	10.0	10.8	6.5	35,614	8,855	9,898		518	1,248	1,292
Waukegan	67.9	.0297	29.6	13.7	17.3	16.9	23.8	25.6	468,509	98,854	32,910	88,920	19,656	95,968	21,036
McHenry	150.9	.0661	29.9	10.8	16.9	16.6	24.8	50.5	652,089	137,119	51,274	40,361	17,498	172,586	24,772
Will	331.0	.1448	28.0	12.4	18.1	16.9	20.5	106.0	980,834	217,543	98,450	106,455	41,633	174,138	40,563
Joliet	77.8	.0340	30.4	13.8	14.5	15.5	27.8	27.9	530,935	136,263	47,254	68,994	29,029	106,631	22,346
SUBURBAN TOTAL	4,139.9	1.8118	29.3	12.4	17.5	17.9	22.1	1,375.7	21,649,838	4,188,480	2,143,209	2,940,357	997,321	3,760,140	792,190
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	*7,885.5*	*3.4511*	*29.9*	*12.9*	*17.1*	*17.0*	*24.3*	*2,774.6*	*33,751,378*	*6,712,443*	*3,549,359*	*4,418,287*	*1,565,226*	*5,239,023*	*1,359,744*
DAVENPORT - ROCK ISLAND - MOLINE	386.1	.1690	29.9	12.7	16.9	15.9	25.5	140.4	1,815,434	345,503	193,085	297,974	81,661	319,211	67,347
Henry	58.4	.0255	32.6	10.6	15.3	15.7	30.7	20.8	214,934	54,178	19,814	11,018	7,499	37,808	5,206
Rock Island	166.0	.0727	30.6	13.1	16.4	16.0	26.8	61.7	771,986	149,478	86,033	125,882	29,954	140,956	28,557
• Moline	45.7	.0200	32.5	12.4	15.3	15.8	30.3	18.2	372,446	45,114	32,154	102,065	21,329	58,287	15,738
• Rock Island	46.8	.0205	31.6	14.5	14.5	15.5	29.6	18.2	139,670	20,595	20,530	16,406	5,928	30,863	6,929
Scott, Iowa	*161.7*	*.0708*	*28.5*	*13.0*	*18.2*	*15.8*	*22.3*	*57.9*	*828,514*	*141,847*	*87,238*	*161,074*	*44,208*	*140,447*	*33,584*
• *Davenport*	*103.5*	*.0453*	*29.0*	*14.0*	*16.9*	*15.1*	*24.8*	*38.9*	*592,894*	*85,380*	*62,056*	*102,100*	*35,072*	*124,753*	*25,110*
SUBURBAN TOTAL	190.1	.0832	29.5	11.6	18.0	16.4	23.8	65.1	710,424	194,414	78,345	77,403	19,332	105,308	19,570

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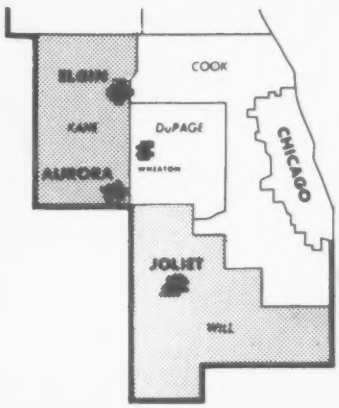

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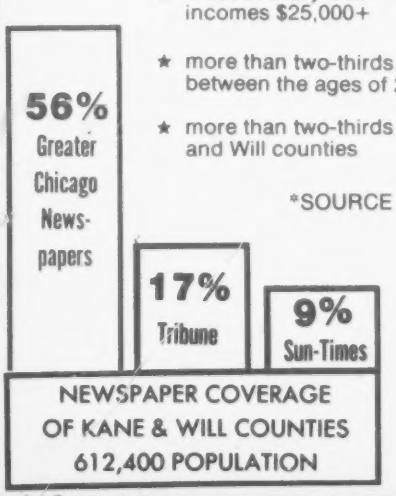

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ILL. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DECATUR	**131.9**	**.0578**	**30.6**	**12.2**	**16.2**	**16.2**	**26.7**	**48.9**	**616,403**	**134,909**	**54,867**	**102,205**	**25,363**	**108,748**	**16,154**
Macon	131.9	.0578	30.6	12.2	16.2	16.2	26.7	48.9	616,403	134,909	54,867	102,205	25,363	108,748	16,154
• Decatur	94.4	.0413	31.4	13.2	14.9	15.9	28.7	36.4	557,776	115,434	49,862	101,874	23,438	100,368	15,528
SUBURBAN TOTAL	37.5	.0165	29.2	9.6	19.5	17.0	21.8	12.5	58,627	19,475	5,005	331	1,925	8,380	626
KANKAKEE	**103.7**	**.0454**	**29.1**	**13.4**	**15.8**	**15.4**	**25.2**	**35.6**	**412,102**	**82,240**	**45,179**	**51,221**	**16,880**	**76,390**	**19,746**
Kankakee	103.7	.0454	29.1	13.4	15.8	15.4	25.2	35.6	412,102	82,240	45,179	51,221	16,880	76,390	19,746
• Kankakee	30.2	.0132	29.8	13.5	15.2	14.9	27.2	11.7	225,957	38,709	20,544	47,761	13,571	41,831	13,988
SUBURBAN TOTAL	73.5	.0322	28.8	13.3	16.0	15.6	24.6	23.9	186,145	43,531	24,635	3,460	3,309	34,559	5,758
PEORIA	**368.1**	**.1611**	**29.9**	**13.1**	**16.0**	**16.5**	**25.4**	**132.3**	**1,769,882**	**350,825**	**164,093**	**272,853**	**78,518**	**306,299**	**45,739**
Peoria	201.1	.0880	30.2	14.1	15.3	15.6	27.0	74.2	1,067,016	167,749	105,052	215,665	51,044	136,169	26,433
• Peoria	124.1	.0543	29.7	15.2	14.9	15.1	26.9	47.2	881,392	103,504	73,964	208,042	47,420	122,207	18,905
Tazewell	133.2	.0583	29.4	12.0	17.5	18.0	22.3	47.3	580,802	154,386	51,550	55,827	20,846	128,566	17,919
Woodford	33.8	.0148	30.6	11.7	15.1	15.9	27.4	11.3	122,064	28,690	7,491	1,361	6,628	41,564	1,387
SUBURBAN TOTAL	244.0	.1068	30.0	12.0	16.6	17.2	24.5	85.6	888,490	247,321	90,129	64,811	31,098	184,092	26,834
ROCKFORD	**280.1**	**.1225**	**29.2**	**13.4**	**17.5**	**16.6**	**23.3**	**100.4**	**1,153,074**	**245,050**	**115,969**	**204,575**	**67,805**	**152,941**	**41,851**
Boone	28.9	.0126	28.5	14.4	17.8	15.6	22.7	9.9	90,859	25,709	8,068	5,447	3,791	17,901	2,836
Winnebago	251.2	.1099	29.3	13.3	17.5	16.8	23.3	90.5	1,062,215	219,341	107,901	199,128	64,014	135,040	39,015
• Rockford	139.1	.0609	30.5	14.1	16.1	16.2	26.5	53.2	747,899	184,874	73,270	117,900	55,175	115,798	37,934
SUBURBAN TOTAL	141.0	.0616	28.2	12.7	19.0	17.0	20.0	47.2	405,175	60,176	42,699	86,675	12,630	37,143	3,917
SPRINGFIELD	**189.3**	**.0829**	**31.9**	**11.5**	**15.5**	**15.9**	**29.3**	**73.6**	**941,673**	**197,816**	**86,114**	**163,305**	**38,095**	**122,672**	**40,651**
Menard	11.9	.0052	34.3	9.2	14.1	15.2	33.8	4.3	31,468	9,157	1,734	1,145	518	5,797	926
Sangamon	177.4	.0777	31.8	11.7	15.7	15.9	29.0	69.3	910,205	188,659	84,380	162,160	37,577	116,875	39,725
• Springfield	100.3	.0439	32.6	12.1	15.4	15.0	31.3	41.3	740,810	153,842	65,901	124,539	29,090	102,894	33,671
SUBURBAN TOTAL	89.0	.0390	31.1	10.9	15.9	16.9	26.9	32.3	200,860	43,974	20,213	38,766	9,005	19,778	6,980
OTHER COUNTIES															
Adams	71.8	.0314	32.5	13.1	14.4	15.4	31.0	26.7	273,977	63,832	27,462	33,454	16,332	42,076	10,362
Quincy	42.2	.0185	33.7	14.0	13.6	14.5	33.7	16.4	248,243	60,234	24,772	33,098	14,006	30,526	10,362
Alexander	12.3	.0054	37.1	9.1	10.9	13.0	38.8	4.8	38,218	7,798	5,178	5,358	1,390	4,631	917
Bond	16.4	.0072	33.8	13.5	12.5	14.7	33.8	5.9	45,682	7,712	4,797	1,545	1,381	7,364	1,196
Brown	5.4	.0024	39.4	8.7	12.3	14.0	40.1	2.1	12,085	4,154	1,203	490	540	1,656	300
Bureau	39.2	.0171	33.7	10.4	14.4	15.5	32.6	14.4	149,500	27,740	10,336	17,849	6,489	39,539	3,066
Calhoun	5.9	.0026	37.7	9.7	13.0	14.4	38.2	2.1	15,501	3,050	2,573	457	172	1,969	632
Carroll	18.8	.0083	34.2	10.9	13.8	16.1	32.7	7.0	47,863	8,773	6,709	981	2,220	7,570	1,634
Cass	15.2	.0066	34.0	10.3	14.8	15.2	33.3	5.7	46,759	10,540	4,420	952	2,484	11,978	1,566
Christian	36.5	.0160	34.1	10.0	14.3	15.3	33.4	13.8	124,819	36,881	8,107	6,048	7,560	17,658	4,591
Clark	17.0	.0074	36.0	10.2	13.8	15.0	36.0	6.6	58,181	14,586	4,562	1,604	980	8,800	1,116
Clay	15.4	.0067	36.6	10.3	12.6	14.1	37.4	5.9	54,120	18,083	2,494	2,948	1,671	10,842	700
☐ Clinton	33.0	.0145	30.6	11.5	14.0	15.8	28.0	11.0	87,580	18,228	8,715	2,764	3,284	13,167	3,321
Coles	53.4	.0234	26.9	24.2	13.6	13.5	25.5	19.3	246,507	38,674	19,594	38,736	12,823	52,446	9,505
Crawford	20.9	.0092	37.5	9.0	14.1	16.1	36.6	8.1	71,681	22,542	4,020	5,038	1,934	12,299	3,617
Cumberland	11.2	.0049	33.0	10.3	13.5	14.6	32.7	4.1	22,907	4,344	1,464	204	1,212	3,523	224
De Kalb	74.9	.0327	24.4	29.6	15.2	12.8	19.5	24.8	252,088	55,001	30,708	20,499	9,819	42,274	10,128
De Witt	18.2	.0080	33.6	10.1	15.8	15.6	32.2	6.9	83,042	16,838	10,492	1,688	2,974	19,517	1,478
Douglas	19.9	.0087	32.3	9.8	15.0	17.0	28.9	7.3	92,624	19,453	5,071	975	10,751	11,198	1,038
Edgar	21.7	.0095	35.0	10.1	13.6	15.4	34.5	8.4	70,782	16,854	4,788	11,560	2,649	13,060	1,864
Edwards	8.0	.0035	38.1	9.0	12.8	14.4	38.6	3.2	24,009	4,730	1,523	171	1,141	6,331	
Effingham	31.5	.0138	31.1	10.3	14.5	14.5	29.8	10.9	206,192	34,160	18,270	16,285	9,842	31,899	3,326
Fayette	22.3	.0097	35.7	10.7	13.2	15.3	35.5	8.1	93,459	26,173	8,159	18,377	2,440	8,910	3,334
Ford	15.2	.0067	34.1	10.0	13.9	17.5	31.2	5.8	60,773	16,073	5,439	1,423	900	9,516	2,108
Franklin	43.7	.0191	39.2	9.6	12.9	14.4	39.7	17.2	145,046	48,915	10,446	5,566	7,196	34,424	4,063
Fulton	43.9	.0192	33.9	11.2	14.4	15.1	33.3	16.4	136,653	37,149	9,271	7,926	8,520	26,444	3,483
Gallatin	7.6	.0034	33.9	11.4	15.9	14.3	33.9	2.9	25,515	5,047	927	1,030	2,349	4,794	1,171
Greene	16.7	.0073	35.5	9.1	13.3	14.6	35.9	6.2	39,372	12,518	2,531	939	1,704	5,709	2,670
Grundy	30.9	.0135	30.1	11.5	17.2	16.2	25.4	11.0	131,120	31,356	15,354	10,788	4,371	26,702	5,269
Hamilton	9.2	.0040	40.9	9.1	12.0	15.1	40.8	3.7	29,187	7,742	1,111	1,561	110	4,909	1,657
Hancock	23.9	.0105	34.2	12.0	13.7	15.0	33.8	9.0	49,583	11,433	4,303	727	2,309	13,680	1,837
Hardin	5.4	.0023	37.2	9.0	13.7	15.8	36.5	2.1	10,055	4,685	585	178	365	849	370
Henderson	9.2	.0041	33.5	9.4	15.0	16.1	31.7	3.4	12,089	1,707	2,002	306	406	2,596	

ILL. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Iroquois	33.0	.0145	33.4	10.0	14.8	16.1	31.5	12.2	104,306	24,244	10,312	4,281	4,377	20,340	2,838
Jackson	62.3	.0272	24.6	30.4	14.8	11.4	22.2	23.1	335,567	56,514	34,793	62,906	8,795	52,331	7,961
Jasper	11.4	.0050	34.7	9.2	12.8	14.7	34.9	4.1	34,812	8,872	1,675	1,064	1,175	7,572	470
Jefferson	36.8	.0161	34.0	10.2	13.9	15.2	33.4	14.2	170,012	36,704	14,522	30,573	12,879	30,054	2,437
Jersey	20.7	.0091	30.3	14.7	15.1	15.6	27.2	6.9	47,610	13,284	5,420	2,071	1,928	10,229	1,416
Jo Daviess	23.7	.0104	32.0	10.1	14.1	15.5	30.3	8.5	52,006	9,123	9,567	955	708	7,351	2,925
Johnson	9.8	.0042	34.7	12.0	15.1	14.7	34.8	3.4	22,886	8,901	986	1,407	463	3,218	272
Kendall	38.1	.0167	28.4	10.4	19.9	17.4	19.4	12.5	79,155	20,318	10,719	7,174	4,355	7,817	2,067
Knox	61.8	.0270	32.8	13.0	14.4	15.8	31.0	23.1	287,746	61,668	24,499	39,745	17,176	46,789	11,882
La Salle	109.0	.0477	33.0	10.9	14.5	16.2	30.8	40.4	517,244	113,568	56,926	54,405	28,139	88,005	13,628
Lawrence	17.8	.0078	37.0	9.9	12.8	15.6	36.5	6.8	40,917	8,377	3,314	1,184	3,179	6,433	1,249
Lee	36.4	.0159	31.0	12.2	15.3	15.6	28.3	12.8	114,523	30,866	15,176	9,335	5,330	17,635	1,849
Livingston	41.4	.0181	31.4	13.2	14.7	15.0	29.7	14.2	146,378	37,849	12,550	17,404	5,288	24,415	2,282
Logan	31.8	.0139	32.4	12.9	16.0	15.9	30.1	11.4	126,086	28,825	15,092	11,953	5,649	21,244	3,789
McDonough	37.4	.0164	24.9	29.5	12.9	12.2	24.6	12.6	142,517	28,772	15,211	16,424	8,168	21,280	2,377
Macoupin	49.8	.0218	35.1	10.4	13.0	15.3	34.9	18.5	157,062	35,811	13,290	9,167	5,144	35,702	6,135
☐ Madison	247.4	.1082	30.6	12.6	16.1	17.3	25.6	89.8	1,039,531	266,422	95,848	95,246	36,446	214,220	33,611
Granite City	36.6	.0160	30.4	12.3	15.0	18.7	24.4	13.5	171,519	73,513	20,328	13,396	5,277	13,852	6,268
Marion	44.0	.0193	34.4	10.7	13.8	14.7	34.4	16.7	212,686	54,221	17,165	20,602	9,634	40,605	3,289
Marshall	14.6	.0064	33.9	9.8	14.3	15.6	32.9	5.3	36,642	9,304	3,616	1,644	658	7,047	1,467
Mason	19.8	.0086	34.1	10.1	14.1	14.8	33.9	7.3	59,083	14,253	5,837	4,758	2,444	9,162	1,352
Massac	15.1	.0067	35.9	9.2	14.0	16.7	34.3	5.8	48,040	10,426	5,314	2,726	830	8,153	3,069
Mercer	19.4	.0085	32.4	9.9	15.8	15.2	30.8	6.9	46,443	10,999	3,442	529	2,060	6,195	1,457
☐ Monroe	20.2	.0088	32.4	9.8	16.0	17.0	28.8	7.1	48,034	13,792	5,026	1,620	1,643	8,790	1,363
Montgomery	31.8	.0139	36.1	9.2	13.0	15.2	35.9	12.1	110,721	26,696	9,407	11,550	3,118	24,935	3,596
Morgan	37.7	.0165	32.1	13.9	14.6	14.7	31.0	13.8	183,159	41,123	15,663	22,076	4,835	35,418	5,769
Moultrie	14.7	.0064	33.8	10.4	14.8	15.3	32.9	5.2	29,550	6,057	3,511	1,097	1,239	6,264	1,421
Ogle	46.6	.0204	30.9	11.5	17.2	16.0	27.0	16.6	119,597	31,188	12,112	4,167	3,120	21,315	5,263
Perry	21.9	.0096	34.8	10.6	13.3	14.9	34.8	8.2	65,407	20,318	5,721	3,509	2,434	6,471	2,410
Piatt	16.7	.0073	32.7	9.9	16.1	16.5	29.8	6.0	49,910	11,678	3,805	314	2,346	18,522	1,561
Pike	18.9	.0083	36.8	9.8	13.1	14.9	36.9	7.4	55,025	10,987	4,076	1,831	1,064	9,897	1,661
Pope	4.4	.0019	38.0	10.3	11.6	13.0	39.6	1.6	4,245	1,045	431	31	56	1,653	186
Pulaski	8.9	.0039	35.8	9.5	9.7	14.0	36.8	3.3	15,332	4,582	964	225	407	1,015	254
Putnam	6.2	.0027	31.9	10.4	16.5	16.0	28.9	2.2	14,162	3,972	764		325	2,162	291
Randolph	35.9	.0158	33.2	11.2	16.6	15.9	31.1	12.0	108,297	28,108	7,816	8,066	5,861	20,211	1,131
Richland	17.7	.0077	33.0	11.0	14.7	15.6	31.5	6.8	75,559	20,842	5,828	4,250	4,028	11,692	1,491
☐ St. Clair	264.0	.1155	29.3	12.7	14.8	17.0	24.6	90.8	995,913	202,320	95,960	230,683	41,419	146,586	29,576
Belleville	42.2	.0185	34.1	12.8	13.7	15.9	32.9	16.8	306,135	42,096	22,613	53,804	12,757	90,973	8,688
East St. Louis	54.3	.0238	28.1	12.4	12.9	14.2	26.9	17.5	131,537	27,285	8,728	26,101	3,635	27,897	8,425
Saline	27.5	.0120	39.6	9.8	13.2	14.6	39.9	10.9	109,991	32,937	8,006	11,656	6,096	13,639	5,496
Schuyler	8.4	.0036	37.8	9.3	12.4	15.6	37.3	3.2	28,081	4,817	1,687	650	1,780	3,294	4,457
Scott	6.2	.0028	36.5	9.2	13.2	15.1	36.4	2.3	16,776	2,857	1,291	188	487	7,471	398
Shelby	24.1	.0105	34.0	9.8	13.9	15.2	33.4	8.8	65,346	15,318	3,944	2,340	2,374	10,834	1,779
Stark	7.4	.0032	34.6	9.7	13.7	14.9	34.6	2.7	16,351	4,413	1,785	209	153	4,690	496
Stephenson	49.6	.0217	31.8	11.6	15.6	16.0	29.1	18.6	176,628	43,780	14,268	25,742	9,130	28,190	4,656
Union	17.0	.0075	38.3	9.8	13.9	14.3	38.9	6.4	54,862	14,911	3,638	1,146	2,296	15,548	2,371
Vermilion	95.2	.0416	31.7	11.7	14.9	16.3	28.8	35.7	360,057	84,140	36,031	42,116	15,566	58,789	13,824
Danville	38.8	.0170	32.3	11.9	14.4	15.7	30.4	15.5	244,685	43,923	27,233	36,403	9,750	36,170	11,602
Wabash	13.8	.0061	34.1	11.3	13.1	15.8	33.1	5.2	60,069	11,299	5,614	1,796	1,491	16,445	1,931
Warren	22.0	.0096	32.1	13.4	14.3	14.9	30.9	8.0	87,154	18,273	6,952	9,332	4,241	24,828	3,445
Washington	15.6	.0068	38.9	9.5	12.6	14.6	39.1	5.7	36,821	9,874	2,518	1,805	1,006	10,089	1,478
Wayne	18.1	.0080	37.0	9.7	13.4	15.5	36.6	7.1	74,058	16,600	3,548	3,461	2,803	14,198	1,310
White	17.9	.0078	38.3	9.3	13.1	16.1	37.5	7.1	80,876	12,703	3,733	4,918	2,794	21,192	2,458
Whiteside	66.2	.0290	29.8	11.9	15.4	16.3	25.6	23.5	268,380	42,968	20,029	42,175	14,597	48,298	9,879
Williamson	57.2	.0251	33.7	12.0	15.5	15.6	32.3	22.2	206,720	52,072	13,705	19,646	11,226	33,523	7,568
TOTAL METRO COUNTIES	9,269.4	4.0566	29.9	13.2	17.0	16.8	24.6	3,288.5	40,136,165	7,981,168	4,169,385	5,482,481	1,843,311	6,291,649	1,542,856
TOTAL STATE	11,452.7	5.0122	30.3	13.2	16.5	16.5	25.8	4,091.6	48,060,409	9,796,168	4,879,557	6,222,747	2,201,597	7,718,972	1,786,869

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ILL.
SMRB ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BLOOMINGTON - NORMAL	**1,043,237**	**21,370**	**4.4**	**12.2**	**27.6**	**39.9**	**.0567**
McLean	1,043,237	21,370	4.4	12.2	27.6	39.9	.0567
• Bloomington	413,283	19,754	5.0	14.0	27.3	35.5	.0276
• Normal	288,174	24,861	4.3	9.6	23.7	49.7	.0137
SUBURBAN TOTAL	341,780	21,378	3.7	11.7	30.6	38.7	.0154
CHAMPAIGN - URBANA - RANTOUL	**1,419,243**	**19,393**	**5.4**	**14.5**	**28.3**	**34.6**	**.0774**
Champaign	1,419,243	19,393	5.4	14.5	28.3	34.6	.0774
• Champaign	521,107	19,613	5.4	12.4	25.0	36.0	.0311
• Rantoul	130,410	16,327	6.1	25.2	34.0	22.8	.0079
• Urbana	297,677	17,561	6.8	14.1	25.6	32.3	.0141
SUBURBAN TOTAL	470,049	21,028	4.3	14.1	31.9	37.8	.0243
CHICAGO	**67,717,726**	**24,196**	**3.4**	**9.9**	**25.4**	**47.7**	**3.4454**
Cook	48,473,930	22,993	3.7	10.8	25.9	44.4	2.4745
Arlington Heights	780,919	34,704	1.1	3.5	13.5	77.7	.0368
Berwyn	483,613	22,877	3.7	10.3	27.6	43.5	.0232
• Chicago	24,331,065	18,770	4.8	14.0	28.6	32.6	1.2145
Chicago Heights	294,788	22,650	3.2	10.9	29.4	42.7	.0180
Cicero	573,445	21,744	3.4	10.9	31.4	39.0	.0259
Des Plaines	598,326	30,847	1.6	5.2	18.8	69.1	.0314
Evanston	886,035	26,000	3.6	10.4	22.3	52.4	.0422
Oak Lawn	639,494	29,992	2.0	5.0	20.5	65.7	.0361
Oak Park	683,954	26,245	3.2	9.0	23.3	53.1	.0296
Park Ridge	526,995	35,706	1.8	4.8	13.5	74.4	.0250
Skokie	807,441	34,407	1.4	4.0	15.8	73.5	.0441
Du Page	8,007,452	32,085	1.6	4.6	17.3	70.9	.3977
Elmhurst	552,223	32,934	1.7	4.4	15.2	72.9	.0257
Kane	2,583,369	25,258	3.2	8.7	26.8	50.9	.1413
Aurora	736,663	22,871	3.8	10.7	30.4	43.0	.0475
Elgin	598,636	23,830	4.1	10.1	26.8	46.2	.0355
Lake	4,741,766	28,712	2.7	8.3	24.2	54.9	.2311
North Chicago	303,875	21,362	3.5	12.9	34.2	39.2	.0129
Waukegan	596,203	21,824	4.2	12.3	30.2	39.6	.0369
McHenry	1,307,741	24,336	3.1	9.8	27.3	47.9	.0696
Will	2,603,468	23,189	2.9	8.5	33.0	43.0	.1312
Joliet	659,381	21,548	3.7	10.2	30.7	38.7	.0415
SUBURBAN TOTAL	43,386,661	28,345	2.2	6.5	22.8	60.2	2.2309
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	***74,261,957***	***24,149***	***3.4***	***9.8***	***25.8***	***47.5***	***3.7859***
DAVENPORT - ROCK ISLAND - MOLINE	**3,452,415**	**22,878**	**3.8**	**9.8**	**27.8**	**43.4**	**.1852**
Henry	486,343	21,736	4.3	11.1	27.2	40.4	.0252
Rock Island	1,536,125	23,099	3.6	9.5	28.4	44.0	.0807
• Moline	464,903	23,467	3.9	9.5	26.8	45.6	.0284
• Rock Island	447,228	22,205	4.3	10.5	24.8	42.8	.0208
Scott, Iowa	*1,429,947*	*23,051*	*3.8*	*9.7*	*27.4*	*44.0*	*.0793*
• *Davenport*	*922,049*	*22,038*	*4.3*	*10.5*	*27.6*	*41.1*	*.0529*
SUBURBAN TOTAL	1,618,235	23,329	3.4	9.3	28.9	44.5	.0831
DECATUR	**1,145,356**	**21,601**	**4.5**	**11.0**	**28.8**	**39.0**	**.0623**
Macon	1,145,356	21,601	4.5	11.0	28.8	39.0	.0623
• Decatur	845,938	20,981	4.9	11.5	27.4	37.8	.0489
SUBURBAN TOTAL	299,418	22,943	3.2	9.6	33.3	42.1	.0134

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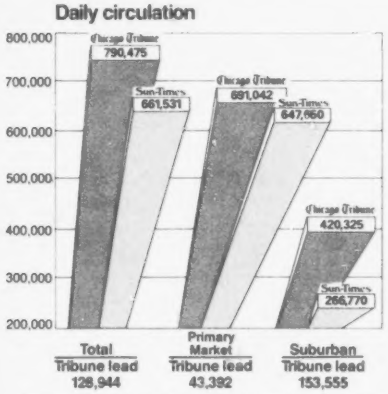
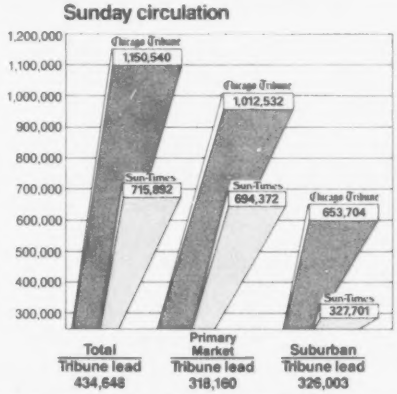
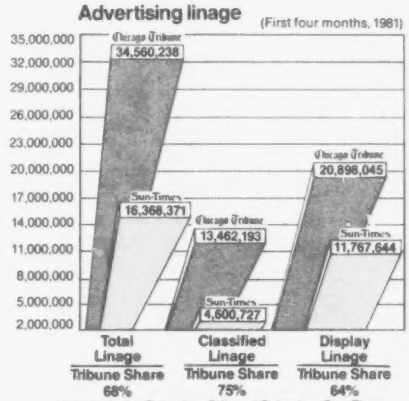
Daily circulation



Sunday circulation



Advertising linage (First four months, 1981)



Source: A.B.C. Fas/Fax Report 3/31/81. Note: Tribune primary market area includes Cook, Lake, McHenry, Kane, DuPage, and Will counties in Illinois plus Lake and Porter counties in Indiana. The Sun-Times chooses not to include Porter county in their figures.

Note: Includes Suburban Trib and Suburban Sun-Times
Source: Chicago Tribune Billing Media Department

Chicago Tribune
The complete newspaper

ILL. (cont.)

$$ EFFECTIVE BUYING INCOME 1980

ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
KANKAKEE	**823,638**	**21,774**	**3.6**	**10.1**	**29.3**	**39.6**	**.0446**
Kankakee	823,638	21,774	3.6	10.1	29.3	39.6	.0446
• Kankakee	268,666	21,019	4.0	10.5	29.0	37.7	.0171
SUBURBAN TOTAL	554,972	22,148	3.5	9.9	29.4	40.7	.0275
PEORIA	**3,232,298**	**22,588**	**3.6**	**9.3**	**30.1**	**41.9**	**.1763**
Peoria	1,756,316	21,480	4.1	10.1	29.2	39.1	.0991
• Peoria	1,121,114	20,918	4.4	10.5	26.5	38.8	.0691
Tazewell	1,187,185	23,833	3.0	8.1	31.7	45.6	.0624
Woodford	288,797	23,403	3.3	9.2	28.9	44.9	.0148
SUBURBAN TOTAL	2,111,184	23,260	3.2	8.7	31.9	43.6	.1072
ROCKFORD	**2,510,220**	**23,414**	**3.6**	**9.4**	**28.5**	**44.6**	**.1295**
Boone	296,482	28,128	2.8	7.1	21.8	58.6	.0136
Winnebago	2,213,738	22,994	3.7	9.7	29.2	43.2	.1159
• Rockford	1,274,513	22,225	4.2	10.4	27.8	41.3	.0705
SUBURBAN TOTAL	1,235,707	24,594	2.9	8.4	29.2	48.5	.0590
SPRINGFIELD	**1,589,248**	**19,434**	**5.1**	**13.3**	**29.9**	**33.1**	**.0898**
Menard	84,571	16,965	5.1	11.3	26.4	28.9	.0044
Sangamon	1,504,677	19,555	5.1	13.4	30.1	33.4	.0854
• Springfield	864,026	18,460	5.7	14.1	28.0	31.7	.0556
SUBURBAN TOTAL	725,222	20,464	4.2	12.3	32.1	35.2	.0342
OTHER COUNTIES							
Adams	564,929	18,828	4.7	11.9	27.8	32.9	.0302
Quincy	343,682	18,151	5.1	11.9	26.6	32.1	.0209
Alexander	60,673	8,697	6.0	14.1	19.0	13.1	.0040
Bond	104,731	15,582	5.5	13.5	29.1	22.8	.0058
Brown	36,146	13,540	6.4	15.4	24.2	21.4	.0018
Bureau	297,012	18,647	4.8	13.3	32.5	29.8	.0162
Calhoun	27,441	11,000	7.7	15.8	27.8	9.7	.0018
Carroll	127,709	17,124	5.4	14.7	33.0	24.3	.0066
Cass	115,233	17,611	5.9	13.3	24.9	32.2	.0060
Christian	288,376	19,488	4.6	10.5	24.5	35.3	.0151
Clark	125,375	16,585	6.3	13.5	27.0	27.5	.0066
Clay	98,267	13,688	7.2	17.0	27.8	18.0	.0058
☐ Clinton	207,227	17,331	5.2	14.2	32.7	25.0	.0113
Coles	436,831	19,416	5.1	11.9	24.9	36.1	.0244
Crawford	179,524	19,938	5.8	11.1	24.1	37.9	.0089
Cumberland	100,536	20,755	5.4	9.8	24.7	40.0	.0046
De Kalb	637,877	22,344	4.4	11.8	28.5	41.7	.0320
De Witt	171,018	22,000	4.4	10.4	24.6	42.5	.0089
Douglas	150,016	19,019	4.5	14.1	29.3	31.3	.0086
Edgar	169,357	17,581	5.7	13.7	26.0	31.6	.0088
Edwards	67,045	16,953	4.9	14.0	25.2	30.4	.0032
Effingham	237,138	18,774	5.1	13.4	26.7	34.2	.0157
Fayette	155,425	16,570	5.3	13.3	28.8	26.1	.0091
Ford	135,051	21,117	4.6	10.3	28.0	39.0	.0071
Franklin	249,449	11,766	7.8	13.5	24.4	16.8	.0151
Fulton	291,683	16,963	5.0	12.4	30.7	25.2	.0162
Gallatin	38,763	11,606	7.1	15.4	30.2	10.2	.0024
Greene	116,314	16,381	5.7	14.3	27.7	26.3	.0060
Grundy	251,248	22,060	3.1	9.7	31.1	39.7	.0137
Hamilton	49,140	9,965	8.2	14.4	22.4	13.0	.0031
Hancock	191,052	18,622	4.6	12.9	26.0	33.5	.0089
Hardin	27,932	11,055	8.1	20.5	20.0	13.2	.0015
Henderson	51,260	14,980	5.8	18.7	36.9	13.0	.0027
Iroquois	259,546	19,537	4.7	12.5	28.5	33.9	.0132

$$ EFFECTIVE BUYING INCOME 1980

ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Jackson	462,667	14,833	6.7	15.4	25.2	24.3	.0286
Jasper	98,221	19,026	6.4	13.2	18.9	38.9	.0048
Jefferson	242,579	14,046	6.4	15.2	25.7	21.2	.0152
Jersey	140,275	19,265	4.2	10.6	31.8	31.3	.0071
Jo Daviess	153,667	16,842	5.2	16.1	33.5	22.7	.0080
Johnson	45,733	11,864	6.2	19.2	26.0	11.3	.0028
Kendall	352,407	26,821	2.1	7.1	25.2	57.1	.0155
Knox	547,781	21,159	4.4	11.2	28.7	38.6	.0294
La Salle	888,755	21,308	3.8	10.2	30.2	37.9	.0500
Lawrence	120,775	15,421	5.9	14.4	28.2	23.0	.0063
Lee	293,855	20,612	4.2	12.7	28.9	37.3	.0148
Livingston	294,189	18,925	5.0	13.1	31.4	30.2	.0163
Logan	281,936	21,125	4.7	11.0	26.0	40.6	.0143
McDonough	290,684	18,604	5.7	11.9	28.2	32.0	.0157
Macoupin	322,807	15,794	5.1	14.7	30.6	21.6	.0181
☐ Madison	1,951,611	20,755	4.1	11.3	32.7	35.4	.1077
Granite City	289,911	20,718	4.2	11.6	31.8	35.8	.0165
Marion	312,296	15,996	5.9	14.8	27.6	25.4	.0191
Marshall	107,706	18,841	5.2	11.8	33.3	29.6	.0055
Mason	147,265	17,049	5.0	13.9	29.5	27.3	.0075
Massac	100,227	15,220	6.7	12.8	26.4	24.1	.0056
Mercer	130,139	18,137	5.3	12.0	31.9	28.0	.0067
☐ Monroe	150,583	20,470	3.9	10.2	33.5	33.9	.0074
Montgomery	210,978	14,803	5.4	14.8	26.1	23.3	.0120
Morgan	306,940	19,677	5.1	12.4	26.5	36.0	.0174
Moultrie	111,640	19,298	5.8	12.6	31.7	30.8	.0054
Ogle	325,832	19,071	4.7	13.3	35.5	28.1	.0168
Perry	134,576	14,573	5.4	14.8	25.6	23.1	.0076
Piatt	123,235	18,918	4.6	13.1	33.0	29.2	.0064
Pike	130,669	14,910	6.4	16.1	26.7	23.0	.0070
Pope	17,297	7,308	6.6	17.1	16.6	6.9	.0010
Pulaski	32,883	6,988	8.3	16.4	13.1	7.8	.0022
Putnam	50,692	22,466	3.7	11.5	23.7	43.3	.0024
Randolph	193,715	14,605	6.3	18.5	32.1	16.3	.0118
Richland	128,528	16,250	6.1	16.2	27.9	26.1	.0075
☐ St. Clair	1,854,101	18,829	4.5	12.2	30.2	31.1	.1052
Belleville	376,283	19,855	4.4	12.7	29.8	34.7	.0236
East St. Louis	239,685	10,953	6.6	14.2	24.0	14.9	.0155
Saline	135,057	9,661	7.2	15.0	23.5	10.3	.0095
Schuyler	61,831	16,387	5.5	12.3	28.0	25.9	.0032
Scott	55,967	22,000	5.1	10.7	22.8	42.5	.0027
Shelby	164,101	16,720	5.9	14.4	28.4	26.3	.0087
Stark	55,062	18,086	4.7	12.7	31.5	29.8	.0026
Stephenson	437,169	22,477	4.3	10.8	23.5	43.6	.0218
Union	129,153	16,388	6.4	12.0	23.7	29.7	.0068
Vermilion	880,073	22,188	4.2	10.0	25.2	42.4	.0438
Danville	387,267	22,071	4.4	10.0	23.6	42.5	.0217
Wabash	100,831	16,799	6.1	14.8	32.7	22.9	.0058
Warren	159,832	17,443	5.5	13.4	30.5	27.1	.0091
Washington	112,146	16,187	5.4	14.9	27.0	26.5	.0055
Wayne	118,066	14,451	5.9	15.8	28.5	19.8	.0072
White	116,078	14,000	7.2	15.0	28.5	18.3	.0074
Whiteside	538,636	21,743	3.7	11.2	27.3	40.5	.0289
Williamson	331,137	12,673	6.8	16.4	27.7	14.8	.0206
TOTAL METRO COUNTIES	**85,666,956**	**23,445**	**3.6**	**10.2**	**26.4**	**45.5**	**4.4195**
TOTAL STATE	**101,975,141**	**22,366**	**3.9**	**10.7**	**26.6**	**42.6**	**5.3059**

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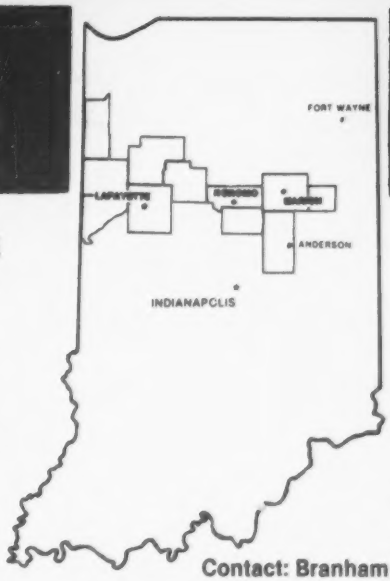

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IND. ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**139.3**	**.0609**	**29.9**	**13.5**	**16.7**	**16.6**	**24.9**	**50.5**	**542,136**	**117,473**	**53,239**	**78,572**	**21,039**	**110,233**	**27,203**
Madison	139.3	.0609	29.9	13.5	16.7	16.6	24.9	50.5	542,136	117,473	53,239	78,572	21,039	110,233	27,203
• Anderson	64.2	.0281	30.2	14.4	15.6	16.0	26.5	24.6	269,848	44,513	38,423	43,909	15,486	38,203	12,314
SUBURBAN TOTAL	75.1	.0328	29.7	12.8	17.7	17.0	23.5	25.9	272,288	72,960	14,816	34,663	5,553	72,030	14,889
BLOOMINGTON	**99.2**	**.0434**	**24.2**	**32.3**	**18.5**	**12.2**	**15.4**	**34.6**	**344,259**	**74,130**	**37,337**	**45,689**	**16,049**	**44,161**	**16,654**
Monroe	99.2	.0434	24.2	32.3	18.5	12.2	15.4	34.6	344,259	74,130	37,337	45,689	16,049	44,161	16,654
• Bloomington	52.2	.0228	23.3	47.2	16.5	8.9	13.0	17.4	312,208	61,048	33,688	45,626	15,801	43,383	14,829
SUBURBAN TOTAL	47.0	.0206	27.3	15.7	20.6	15.9	18.2	17.2	32,051	13,082	3,649	63	248	778	1,825
ELKHART	**138.2**	**.0604**	**28.9**	**13.2**	**17.1**	**16.4**	**23.2**	**48.9**	**643,497**	**133,117**	**62,766**	**82,687**	**22,822**	**153,385**	**32,622**
Elkhart	138.2	.0604	28.9	13.2	17.1	16.4	23.2	48.9	643,497	133,117	62,766	82,687	22,822	153,385	32,622
• Elkhart	41.2	.0180	30.1	12.8	16.4	16.1	25.8	16.0	412,389	77,697	39,919	68,771	9,564	102,599	23,586
SUBURBAN TOTAL	97.0	.0424	28.5	13.4	17.6	16.5	22.0	32.9	231,108	55,420	22,847	13,916	13,258	50,786	9,035
EVANSVILLE	**311.7**	**.1365**	**31.7**	**11.8**	**15.5**	**16.4**	**28.4**	**115.8**	**1,298,093**	**248,958**	**128,671**	**164,705**	**64,299**	**217,142**	**47,044**
Gibson	33.4	.0146	33.9	10.7	14.2	15.9	32.6	12.4	109,232	13,499	10,459	16,847	2,568	16,433	4,562
Posey	26.8	.0118	31.6	10.4	16.4	16.3	28.1	9.3	61,132	12,170	6,148	2,966	2,363	15,288	2,619
Vanderburgh	167.6	.0734	32.1	12.5	14.7	16.6	29.2	64.9	833,737	149,166	95,270	130,020	48,609	122,214	31,785
• Evansville	129.9	.0568	32.6	13.1	14.3	15.8	30.7	52.3	775,620	138,018	88,856	119,164	47,950	119,745	30,037
Warrick	42.6	.0187	29.6	10.9	17.4	15.8	24.8	14.2	103,202	32,735	5,796	3,235	712	24,515	2,954
Henderson, Ky.	*41.3*	*.0180*	*30.8*	*11.5*	*16.6*	*16.8*	*26.3*	*15.0*	*190,790*	*41,388*	*10,998*	*11,637*	*10,047*	*38,692*	*5,124*
SUBURBAN TOTAL	181.8	.0797	31.1	10.9	16.2	16.8	26.9	63.5	522,473	110,940	39,815	45,541	16,349	97,397	16,987

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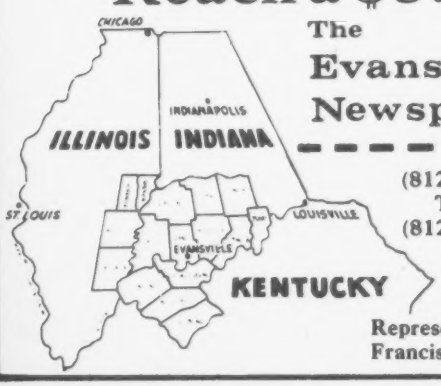

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A.B.C. Audit Report 12/27/1980

IND. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT WAYNE	**384.8**	**.1684**	**28.8**	**13.0**	**16.4**	**16.2**	**23.7**	**136.5**	**1,597,220**	**304,915**	**179,999**	**251,951**	**66,199**	**284,602**	**57,572**
Adams	29.9	.0131	28.7	11.6	15.0	14.8	25.8	9.8	104,850	21,389	11,525	9,657	5,387	24,259	4,890
Allen	295.6	.1293	28.6	13.4	16.7	16.4	22.9	106.1	1,311,000	228,820	152,052	232,407	52,865	222,078	45,316
• Fort Wayne	171.8	.0752	29.5	14.7	15.4	15.7	25.8	66.0	904,325	135,677	113,677	189,864	42,928	163,182	34,534
De Kalb	33.8	.0148	30.0	11.2	16.0	15.5	26.5	11.6	108,048	34,658	10,390	5,561	3,176	21,544	4,698
Wells	25.5	.0112	30.4	11.6	16.0	15.9	26.7	9.0	73,322	20,048	6,032	4,326	4,771	16,721	2,668
SUBURBAN TOTAL	213.0	.0932	28.4	11.6	17.3	16.6	22.0	70.5	692,895	169,238	66,322	62,087	23,271	121,420	23,038
GARY - HAMMOND - EAST CHICAGO	**643.9**	**.2818**	**28.3**	**12.8**	**16.2**	**17.4**	**21.8**	**216.9**	**2,603,359**	**607,574**	**263,075**	**315,963**	**108,851**	**411,811**	**113,764**
Lake	521.3	.2282	28.7	12.4	15.8	17.5	22.5	176.4	2,257,131	518,240	218,366	282,139	96,798	367,503	94,772
• East Chicago	39.3	.0172	30.5	12.8	13.3	18.1	25.9	14.2	94,893	20,546	11,214	987	3,422	18,507	5,605
• Gary	150.2	.0657	28.3	12.6	14.9	17.0	23.0	51.3	283,273	60,098	31,032	30,016	14,284	54,190	12,034
• Hammond	92.7	.0406	30.0	13.3	15.3	16.9	25.5	34.2	392,246	86,928	50,523	43,938	21,785	41,874	13,280
Porter	122.6	.0536	27.2	14.5	18.5	16.6	18.9	40.5	346,228	89,334	44,709	33,824	12,053	44,308	18,992
SUBURBAN TOTAL	361.7	.1583	27.8	12.7	17.4	17.5	20.0	117.2	1,832,947	440,002	170,306	241,022	69,360	297,240	82,845
INDIANAPOLIS	**1,171.4**	**.5125**	**29.5**	**12.5**	**17.2**	**17.0**	**23.5**	**424.7**	**5,209,124**	**1,004,945**	**457,219**	**723,079**	**190,080**	**826,615**	**192,809**
Boone	36.9	.0161	31.5	10.5	16.7	16.4	27.7	12.9	137,787	30,919	11,831	6,252	4,064	19,615	5,815
Hamilton	84.7	.0370	29.9	10.2	17.9	17.8	23.0	28.3	223,963	56,746	22,730	4,178	9,936	41,656	12,501
Hancock	44.6	.0195	29.3	11.9	18.6	16.7	22.7	14.8	101,285	25,964	6,899	5,496	3,689	17,974	6,792
Hendricks	70.9	.0310	28.8	10.9	18.6	17.6	21.0	23.2	186,330	49,993	11,922	3,948	4,674	30,838	10,937
Johnson	78.6	.0344	27.7	12.9	18.4	17.2	19.4	26.1	273,212	45,770	20,746	62,203	7,345	44,436	12,019
Marion	763.0	.3340	29.6	13.2	16.6	16.9	24.1	287.9	4,005,445	721,204	359,600	621,900	151,769	623,406	133,304
• Indianapolis	697.0	.3050	29.7	12.8	16.6	16.9	24.3	262.7	3,838,463	676,153	342,491	607,126	147,040	600,819	126,654
Morgan	52.6	.0230	28.6	11.3	17.7	17.3	21.4	17.5	136,095	42,776	13,293	9,150	4,411	20,492	6,299
Shelby	40.1	.0175	30.8	11.0	16.4	16.9	26.2	14.0	145,007	31,573	10,198	9,952	4,192	28,198	5,142
SUBURBAN TOTAL	474.4	.2075	29.1	12.1	18.0	17.1	22.3	162.0	1,370,661	328,792	114,728	115,953	43,040	225,796	66,155

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BEEF UP YOUR REACH OF THE RICH INDIANAPOLIS DISTRIBUTION AREA

IF YOU SELL YOUR BRAND IN CENTRAL INDIANA, YOU NEED SWING

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SWING

SOUTH WEST INDIANA NEWSPAPER GROUP
EFFICIENT, UNDUPLICATED COVERAGE OF SIX CONTIGUOUS TRADE AREAS
The South-West Third of the 50 Counties

SWING Newspapers Directly Influenced* These Millions of Sales in 1980:
$1,981—Retail
$376—Food
$165—Eat/Drink
$248—Auto
$83—Drugs
That's More Than ANY Newspaper Or Newspaper Group In Indiana Except Indianapolis and Gary-Hammond!
*Home Counties and Percent Reach Only of ABC Trade Areas
S&MM 1981 SBP

BEDFORD Times-Mail | **BLOOMINGTON** Herald-Telephone | **COLUMBUS** The Republic | **FRANKLIN** GREENWOOD Journal | **GREENFIELD** Reporter | **TERRE HAUTE** Tribune Star

SWING GROUP DISCOUNT SAVES YOU 14.75% CALL LANDON ASSOCIATES

Circle The Indianapolis ADI...

One Ad Sells To More Than A Million Adults In This $17.8 Billion Market!

One ad in each of our papers sells to 1,034,400 adults (net unduplicated) in the Indianapolis ADI. Makes 1,736,000 gross impressions! Sells to people with money to buy. Households in the ADI have a total net effective buying income (after taxes) of $17.8 Billion.

SELL TO THE KEY DEMOGRAPHIC GROUPS IN THE ADI WITH A SCHEDULE IN THE STAR AND THE NEWS.

5 Daily Combination Ads Reach:

- 88% of the households made up of the age group with the most purchasing power (35-54)*
- 76% of the households with incomes of $25,000 or more
- 78% of those with college or graduate degrees
- 71% of professionals, semi-professionals, technicians, managers, officials, department heads, proprietors

4 Sunday Ads Reach:

- 77% of the households made up of the age group with the most purchasing power (35-54)*
- 80% of the households with incomes of $25,000 or more
- 73% of those with college or graduate degrees
- 74% of professionals, semi-professionals, technicians, managers, officials, department heads, proprietors

For both QUALITY and QUANTITY coverage of the Indianapolis ADI, you can rely on The Star and The News — the papers that Indianapolis area residents read and rely on everyday. Contact your Star and News representative, or Alan Judkins, Advertising Director, Indianapolis Newspapers, Inc., P.O. Box 145, Indianapolis, IN 46206. Phone (317) 633-1132.

*According to Sales and Marketing Management, middle-aged households (35-54) have become especially desirable prospects for advertisers because they spend about one-third more than the typical family.

Sources: S&MM "1981 Survey of Buying Power"
S&MM "1980 Survey of Buying Power"
Three Sigma Market Study

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS

Member: Million Market Newspapers, Inc.
Metropolitan Sunday Newspapers, Inc.
representing Sunday and Metro Comics

Famed Monument Circle—hub of the dynamic growth and revitalization now under way in downtown Indianapolis and center of the affluent Indianapolis ADI.

IND. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	***1,310.7***	***.5734***	***29.5***	***12.6***	***17.1***	***17.0***	***23.6***	***475.2***	***5,751,260***	***1,122,418***	***510,458***	***801,651***	***211,119***	***936,848***	***220,012***
KOKOMO	**103.9**	**.0455**	**29.4**	**12.1**	**17.9**	**17.0**	**22.9**	**37.6**	**450,715**	**90,235**	**43,231**	**72,043**	**19,813**	**81,701**	**20,306**
Howard	87.1	.0381	29.0	12.3	18.3	17.3	21.8	31.5	407,104	77,483	39,353	70,244	19,219	72,571	18,091
• Kokomo	48.0	.0210	30.2	13.2	17.2	15.0	26.8	18.6	393,721	75,739	38,734	69,979	17,487	70,985	17,654
Tipton	16.8	.0074	31.4	11.1	16.5	15.6	28.5	6.1	43,611	12,752	3,878	1,799	594	9,130	2,215
SUBURBAN TOTAL	55.9	.0245	28.7	11.1	18.8	18.7	19.5	19.0	56,994	14,496	4,497	2,064	2,326	10,716	2,652
LAFAYETTE - WEST LAFAYETTE	**122.2**	**.0534**	**24.5**	**27.9**	**16.8**	**12.9**	**18.5**	**41.4**	**488,372**	**92,423**	**53,672**	**102,671**	**27,318**	**67,948**	**23,470**
Tippecanoe	122.2	.0534	24.5	27.9	16.8	12.9	18.5	41.4	488,372	92,423	53,672	102,671	27,318	67,948	23,470
• Lafayette	42.7	.0187	29.3	14.6	17.5	15.3	24.8	16.7	355,836	73,919	31,282	80,596	20,820	53,988	16,594
• West Lafayette	21.3	.0093	23.6	40.8	17.3	10.9	13.5	7.4	75,473	10,009	13,764	16,095	5,008	915	6,331
SUBURBAN TOTAL	58.2	.0254	23.7	33.0	16.2	12.0	15.6	17.3	57,063	8,495	8,626	5,980	1,490	13,045	545
MUNCIE	**128.4**	**.0562**	**27.6**	**19.4**	**16.5**	**15.5**	**22.3**	**45.1**	**519,425**	**103,860**	**49,423**	**63,575**	**23,724**	**110,372**	**28,028**
Delaware	128.4	.0562	27.6	19.4	16.5	15.5	22.3	45.1	519,425	103,860	49,423	63,575	23,724	110,372	28,028
• Muncie	77.6	.0340	26.1	25.9	14.1	13.3	24.2	27.5	373,404	71,038	40,092	62,608	16,839	73,750	26,187
SUBURBAN TOTAL	50.8	.0222	29.2	9.4	20.0	18.9	19.5	17.6	146,021	32,822	9,331	967	6,885	36,622	1,841
SOUTH BEND	**280.7**	**.1228**	**30.5**	**14.3**	**14.2**	**16.6**	**27.0**	**101.0**	**1,128,048**	**223,553**	**121,116**	**147,536**	**50,690**	**212,693**	**48,106**
Marshall	39.5	.0172	31.2	10.8	14.8	15.9	28.4	13.9	166,709	31,783	11,823	5,101	6,334	46,088	8,149
St. Joseph	241.2	.1056	30.4	14.8	14.2	16.8	26.7	87.1	961,339	191,770	109,293	142,435	44,356	166,605	39,957
• South Bend	108.5	.0475	32.4	13.0	13.2	16.9	29.8	42.0	558,014	92,398	59,898	111,780	24,959	86,972	21,531
SUBURBAN TOTAL	172.2	.0753	29.5	15.1	15.0	16.5	25.2	59.0	570,034	131,155	61,218	35,756	25,731	125,721	26,575
TERRE HAUTE	**176.8**	**.0773**	**32.2**	**15.4**	**13.8**	**14.8**	**31.3**	**64.9**	**846,783**	**128,672**	**62,205**	**98,247**	**22,821**	**118,640**	**28,849**
Clay	25.0	.0109	34.9	10.7	13.7	15.6	34.2	9.3	96,090	16,893	4,560	4,724	1,302	25,437	4,683
Sullivan	21.2	.0093	36.7	10.0	13.2	14.9	36.9	8.0	54,085	9,969	2,690	2,822	1,201	10,083	2,490
Vermillion	18.3	.0080	34.9	10.4	14.6	14.9	34.9	7.0	49,450	14,683	2,639	1,522	410	9,541	838
Vigo	112.3	.0491	30.3	18.3	13.6	14.6	29.0	40.6	647,158	87,127	52,316	89,179	19,908	73,579	20,838
• Terre Haute	60.5	.0265	30.5	21.0	11.3	13.7	31.2	23.0	498,379	83,873	36,339	55,959	17,788	37,687	12,514
SUBURBAN TOTAL	116.3	.0508	32.8	12.6	14.9	15.4	31.4	41.9	348,404	44,799	25,866	42,288	5,033	80,953	16,335
OTHER COUNTIES															
Bartholomew	65.6	.0287	28.8	11.8	19.6	17.1	20.8	23.3	289,938	62,075	27,297	39,197	15,767	43,805	11,210
Benton	10.1	.0045	32.3	9.9	13.8	15.3	30.9	3.7	24,291	5,929	1,851	151	217	5,080	1,356
Blackford	15.5	.0068	31.4	11.4	16.6	15.9	28.1	5.6	43,603	12,316	2,464	2,030	1,475	6,862	1,948
Brown	12.6	.0055	31.3	11.4	15.0	16.2	28.3	4.6	16,066	2,033	4,301	29	365	981	783
Carroll	19.9	.0087	32.5	9.8	15.8	16.0	30.1	7.1	46,166	13,408	3,251	709	603	12,106	1,929
Cass	41.0	.0180	32.7	10.3	15.3	16.7	29.8	14.8	163,225	34,373	15,931	24,268	8,311	28,663	8,358
☐ Clark	89.8	.0393	28.6	13.3	17.5	17.1	21.7	31.7	393,576	57,192	35,480	88,769	11,404	69,409	13,027
Clinton	31.6	.0138	32.4	10.8	14.6	16.0	30.2	11.4	100,252	25,638	8,406	5,597	3,499	20,576	5,287
Crawford	10.0	.0044	33.4	10.5	12.8	14.8	33.2	3.5	15,192	5,831	862	328	577	1,625	
Daviess	27.9	.0122	32.3	11.1	14.3	15.0	31.2	10.0	78,033	17,941	6,286	11,960	2,380	11,889	4,026
☐ Dearborn	34.7	.0152	31.5	10.6	15.6	16.7	27.8	11.7	94,788	23,372	9,654	2,782	3,699	14,159	9,533
Decatur	23.9	.0105	30.5	10.7	15.7	15.1	27.8	8.2	84,183	20,642	5,966	7,770	1,660	17,367	2,554
Dubois	34.5	.0151	29.3	11.2	16.1	15.6	25.3	11.5	153,633	26,891	13,502	12,113	5,802	52,577	3,483
Fayette	28.4	.0125	30.3	11.6	14.9	16.4	26.6	10.1	79,032	20,891	9,068	6,226	3,113	7,106	6,193
☐ Floyd	61.6	.0269	31.3	11.8	15.3	17.0	27.4	21.8	182,936	52,678	17,414	6,285	13,005	29,668	7,425
Fountain	19.1	.0084	32.6	10.3	15.7	15.8	30.4	7.0	74,935	18,949	8,028	1,869	962	18,572	4,649
Franklin	19.8	.0086	29.4	11.5	14.5	15.3	26.6	6.2	35,843	12,077	3,104	1,427	970	5,227	1,314
Fulton	19.5	.0086	33.5	9.2	14.9	15.8	31.9	7.3	51,422	13,879	4,081	3,084	1,218	10,333	2,939
Grant	80.7	.0353	29.5	13.6	16.2	17.0	24.1	28.1	285,072	67,450	24,404	25,561	11,575	57,455	17,005
Marion	35.6	.0156	31.2	12.5	15.5	17.1	27.1	12.9	250,689	59,730	19,366	24,607	10,104	51,312	14,692
Greene	30.7	.0135	34.8	9.9	15.0	15.6	34.1	11.7	81,676	17,962	5,562	8,054	1,519	12,171	3,293
Harrison	27.8	.0122	30.6	10.7	15.0	16.0	27.4	9.3	63,355	20,179	5,120	4,432	3,192	8,657	2,077
Henry	53.4	.0234	31.2	11.6	16.2	16.7	27.1	19.0	169,887	38,517	12,590	14,225	9,333	28,102	5,370
Huntington	35.6	.0156	31.3	12.1	14.9	15.3	29.2	12.5	127,057	28,448	7,473	10,109	3,668	18,040	4,979
Jackson	36.8	.0161	30.7	11.1	16.3	16.0	27.0	13.2	142,693	30,568	12,295	8,916	4,562	19,419	5,271
Jasper	26.6	.0117	27.7	14.2	14.6	14.9	24.4	8.5	111,713	21,425	9,797	5,301	1,405	12,417	5,169
Jay	23.2	.0101	32.2	10.9	15.3	15.3	30.4	8.4	67,936	20,178	5,498	1,381	3,110	11,207	3,263

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S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

- INDIANA'S RICHEST HOUSEHOLDS ARE IN KOKOMO, INDIANA
- INDIANA'S STRONGEST NEWSPAPER IS IN KOKOMO, INDIANA

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THE KOKOMO TRIBUNE

Represented by **BRANHAM** Newspaper Sales

IND. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jefferson	30.7	.0134	30.4	13.9	15.4	16.1	26.8	10.5	119,809	28,394	7,699	12,472	5,592	20,355	5,425
Jennings	23.2	.0102	29.0	11.7	17.8	15.0	24.2	7.5	44,618	13,406	2,414	853	1,148	8,293	2,152
Knox	41.9	.0183	33.0	14.4	13.2	15.1	32.3	15.7	173,809	33,320	13,316	30,392	6,491	29,492	9,063
Kosciusko	60.5	.0265	29.4	12.4	16.9	15.2	25.4	21.4	207,765	49,049	17,976	18,501	6,853	36,514	10,740
La Grange	25.9	.0113	26.4	11.6	15.9	13.5	22.9	7.9	57,306	11,291	4,732	2,583	1,737	7,572	2,153
La Porte	108.9	.0476	30.7	11.8	16.1	17.6	25.6	37.9	452,105	93,482	36,846	68,693	15,592	79,911	21,185
La Porte	21.8	.0095	32.5	11.7	14.0	16.7	29.8	8.6	170,906	35,308	12,358	14,497	5,797	34,057	7,742
Michigan City	36.7	.0161	30.6	12.1	16.5	17.9	24.9	12.6	247,716	54,795	20,427	53,806	8,606	42,942	13,443
Lawrence	42.8	.0188	31.9	11.3	15.9	16.9	28.2	15.7	143,597	37,548	8,996	13,497	4,882	27,084	8,866
Martin	11.0	.0049	28.9	11.7	15.6	15.7	24.9	3.8	29,428	8,419	1,924	1,275	940	5,995	1,050
Miami	39.9	.0174	27.8	13.6	16.4	15.9	22.3	13.8	103,283	20,949	8,277	10,313	3,245	22,647	5,393
Montgomery	35.6	.0156	31.5	12.6	16.1	15.8	28.5	13.1	122,611	29,700	10,500	15,934	5,259	20,117	6,203
Newton	15.1	.0066	31.3	9.4	14.8	14.5	30.0	5.0	38,978	9,485	3,802	159	1,093	5,793	2,847
Noble	35.7	.0157	29.6	12.1	16.0	15.0	26.3	12.3	92,474	23,556	7,608	5,151	2,749	17,449	5,194
Ohio	5.2	.0022	33.1	10.0	15.7	16.5	30.5	1.9	5,819	4,083	267	135	164		59
Orange	18.8	.0083	32.9	10.9	14.7	15.3	31.6	6.8	41,917	12,971	2,028	1,316	536	5,650	2,503
Owen	16.1	.0070	33.4	9.8	14.4	15.8	32.0	5.8	24,488	6,899	1,937	164	412	3,542	803
Parke	16.5	.0072	34.7	9.8	14.0	15.3	34.2	6.0	38,782	10,603	2,101	963	257	5,750	1,527
Perry	19.4	.0085	30.9	11.6	14.2	16.2	27.9	6.8	56,925	16,347	6,127	7,015	3,573	7,462	1,959
Pike	13.6	.0060	35.7	9.9	14.6	15.1	35.6	5.1	31,658	7,290	1,074	511	1,243	6,028	1,002
Pulaski	13.3	.0058	32.5	9.2	14.0	15.2	31.3	4.8	30,650	4,245	2,407	771	1,052	10,180	2,407
Putnam	29.4	.0129	30.1	17.0	15.4	15.4	27.1	9.5	85,052	22,077	7,390	5,489	2,592	13,431	3,177
Randolph	30.1	.0131	32.2	10.9	15.2	16.3	29.5	10.8	70,094	21,191	4,634	3,829	1,661	13,357	4,659
Ripley	24.6	.0108	31.0	10.5	14.0	15.2	29.3	8.3	65,425	19,566	5,382	1,774	1,819	10,416	2,705
Rush	19.5	.0085	32.7	10.4	14.0	15.3	31.4	6.7	60,162	13,743	3,080	3,240	2,408	15,746	2,295
Scott	20.6	.0090	28.2	11.7	16.9	14.3	24.2	6.9	57,608	16,640	3,566	2,928	1,623	10,804	1,963
Spencer	19.5	.0086	31.9	10.8	15.2	15.3	30.0	6.5	51,512	11,313	2,658	480	1,984	12,127	1,642
Starke	22.2	.0097	30.5	10.5	15.2	14.3	28.9	7.6	73,229	15,874	6,518	8,503	682	10,408	4,088
Steuben	25.1	.0110	29.3	16.3	15.4	13.5	27.8	9.0	105,757	19,196	12,399	4,672	1,447	17,766	3,176
Switzerland	7.2	.0032	34.9	9.6	13.9	14.2	35.7	2.6	8,354	2,614	358	287	356	1,507	536
Union	6.9	.0030	30.7	11.4	16.0	15.6	27.6	2.4	13,667	3,318	1,650	75	255	1,002	427
Wabash	36.7	.0161	30.1	14.3	15.5	15.7	26.7	12.7	130,245	28,078	9,203	13,790	6,149	22,112	5,738
Warren	9.0	.0039	32.7	9.8	15.5	16.6	29.8	3.1	7,176	2,165	1,038	76	188	133	112
Washington	22.1	.0096	31.1	11.0	14.9	15.4	28.8	7.7	47,957	14,839	2,454	2,516	1,296	10,207	1,452
Wayne	75.8	.0332	31.3	12.2	16.0	16.6	27.5	27.6	337,195	62,606	27,214	61,508	8,035	68,809	13,880
Richmond	41.1	.0180	31.7	13.3	15.0	16.0	29.1	15.9	275,572	51,731	22,254	60,935	6,452	59,853	10,615
White	24.1	.0105	32.1	10.0	14.9	15.5	30.2	9.0	74,951	17,500	8,288	7,247	2,236	10,297	3,765
Whitley	26.4	.0116	30.2	11.3	14.5	16.1	26.9	9.2	79,925	22,134	6,365	3,182	2,336	18,128	4,758
TOTAL METRO COUNTIES	**3,845.3**	**1.6825**	**29.1**	**14.1**	**16.3**	**16.5**	**23.9**	**1,368.1**	**16,151,541**	**3,221,709**	**1,563,503**	**2,232,917**	**651,766**	**2,713,847**	**661,288**
TOTAL STATE	**5,512.9**	**2.4127**	**29.6**	**13.4**	**16.2**	**16.3**	**25.0**	**1,954.7**	**21,541,075**	**4,473,200**	**2,002,864**	**2,737,948**	**834,934**	**3,690,168**	**908,648**

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IND.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,139,365**	**20,614**	**4.3**	**11.0**	**32.3**	**36.6**	**.0604**
Madison	1,139,365	20,614	4.3	11.0	32.3	36.6	.0604
• Anderson	531,679	19,576	4.7	12.0	33.6	32.9	.0287
SUBURBAN TOTAL	607,686	21,820	3.9	10.0	31.3	40.0	.0317
BLOOMINGTON	**664,475**	**15,615**	**6.7**	**17.2**	**29.6**	**22.5**	**.0377**
Monroe	664,475	15,615	6.7	17.2	29.6	22.5	.0377
• Bloomington	341,511	13,007	7.8	17.1	21.9	21.7	.0237
SUBURBAN TOTAL	322,964	17,788	5.7	17.4	37.2	23.3	.0140
ELKHART	**1,113,510**	**20,690**	**4.1**	**12.3**	**33.1**	**35.5**	**.0628**
Elkhart	1,113,510	20,690	4.1	12.3	33.1	35.5	.0628
• Elkhart	369,526	20,669	4.3	12.3	29.9	36.9	.0266
SUBURBAN TOTAL	743,984	20,698	4.1	12.2	34.5	34.9	.0362
EVANSVILLE	**2,258,386**	**17,867**	**5.2**	**13.8**	**30.6**	**28.5**	**.1299**
Gibson	232,917	16,621	5.6	13.8	28.1	26.7	.0128
Posey	175,857	18,184	4.6	12.8	32.1	27.5	.0090
Vanderburgh	1,226,396	17,290	5.5	14.8	32.1	25.7	.0744
• Evansville	938,969	16,247	5.8	15.7	31.8	22.7	.0613
Warrick	309,523	20,987	4.3	10.8	28.5	38.3	.0134
Henderson, Ky.	*313,693*	*18,597*	*5.2*	*13.3*	*26.7*	*32.9*	*.0183*
SUBURBAN TOTAL	1,319,417	19,447	4.3	12.3	29.6	33.1	.0686
FORT WAYNE	**3,094,320**	**21,045**	**4.2**	**11.9**	**32.5**	**36.5**	**.1686**
Adams	207,396	19,316	4.8	12.9	34.9	30.7	.0115
Allen	2,451,569	21,411	4.1	11.9	32.0	37.7	.1343
• Fort Wayne	1,376,456	19,126	5.1	14.3	32.3	30.6	.0811
De Kalb	227,117	18,795	4.9	12.9	34.5	28.6	.0126
Wells	208,238	21,696	4.4	10.7	30.8	39.0	.0102
SUBURBAN TOTAL	1,717,864	22,768	3.4	9.8	32.5	42.0	.0875
GARY - HAMMOND - EAST CHICAGO	**5,341,791**	**23,389**	**3.2**	**9.1**	**29.7**	**44.5**	**.2847**
Lake	4,187,759	22,645	3.3	9.4	31.0	41.9	.2313
• East Chicago	282,003	18,187	4.7	13.7	34.2	27.3	.0142
• Gary	1,072,151	19,622	4.1	11.2	32.3	32.6	.0515
• Hammond	803,398	22,536	3.2	10.1	32.1	41.2	.0424
Porter	1,154,032	26,692	2.9	7.8	24.0	55.8	.0534
SUBURBAN TOTAL	3,184,239	25,716	2.6	7.4	27.5	52.6	.1766
INDIANAPOLIS	**9,836,477**	**21,014**	**4.3**	**12.2**	**31.3**	**37.2**	**.5354**
Boone	282,472	20,529	4.4	11.8	29.2	36.1	.0152
Hamilton	664,043	21,675	3.6	10.7	31.8	39.0	.0327
Hancock	341,728	21,994	3.8	10.9	32.2	39.4	.0165
Hendricks	559,665	23,284	3.7	9.7	31.1	43.6	.0274
Johnson	570,700	20,422	3.7	12.4	38.0	33.0	.0312
Marion	6,771,153	20,926	4.5	12.6	30.1	37.6	.3778
• Indianapolis	6,159,094	20,709	4.6	12.8	29.9	37.1	.3500
Morgan	380,575	20,978	3.8	11.3	35.5	34.5	.0193
Shelby	266,141	18,141	5.7	14.3	33.7	26.4	.0153
SUBURBAN TOTAL	3,677,383	21,437	3.9	11.3	33.2	37.5	.1854
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	***10,975,842***	***20,968***	***4.3***	***12.1***	***31.2***	***37.2***	***.5958***
KOKOMO	**937,861**	**23,094**	**3.3**	**9.6**	**27.9**	**44.9**	**.0488**
Howard	802,829	23,660	3.2	9.2	27.4	46.5	.0423
• Kokomo	433,153	21,210	3.8	11.0	29.0	39.1	.0284
Tipton	135,032	20,565	4.1	11.0	30.2	36.6	.0065
SUBURBAN TOTAL	504,708	25,216	2.9	8.2	26.7	50.5	.0204
LAFAYETTE - WEST LAFAYETTE	**888,580**	**18,537**	**5.2**	**14.5**	**33.2**	**28.8**	**.0504**
Tippecanoe	888,580	18,537	5.2	14.5	33.2	28.8	.0504

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Lafayette	323,170	18,326	5.3	14.6	36.0	25.7	.0237
• West Lafayette	187,289	19,975	5.2	10.9	22.9	40.0	.0094
SUBURBAN TOTAL	378,121	18,358	5.2	15.8	34.9	27.1	.0173
MUNCIE	**976,309**	**19,360**	**4.6**	**13.3**	**33.5**	**31.1**	**.0542**
Delaware	976,309	19,360	4.6	13.3	33.5	31.1	.0542
• Muncie	559,422	17,199	5.3	15.2	31.1	26.1	.0338
SUBURBAN TOTAL	416,887	22,172	3.4	10.2	37.6	38.9	.0204
SOUTH BEND	**2,166,716**	**19,566**	**4.5**	**13.1**	**33.8**	**31.5**	**.1193**
Marshall	306,958	20,175	4.5	11.7	30.7	34.7	.0171
St. Joseph	1,859,758	19,475	4.5	13.3	34.3	30.9	.1022
• South Bend	934,803	20,199	4.5	12.1	30.6	35.1	.0526
SUBURBAN TOTAL	1,231,913	19,180	4.5	13.7	36.2	28.8	.0667
TERRE HAUTE	**1,204,610**	**15,982**	**6.1**	**14.9**	**28.5**	**24.5**	**.0748**
Clay	187,741	18,278	5.7	13.0	27.2	31.1	.0103
Sullivan	158,913	16,670	5.6	13.1	24.6	28.9	.0078
Vermillion	120,169	15,207	5.9	14.4	29.1	21.5	.0065
Vigo	737,787	15,602	6.4	15.8	29.5	22.5	.0502
• Terre Haute	396,662	14,496	7.1	16.1	27.8	20.7	.0317
SUBURBAN TOTAL	807,948	16,829	5.6	14.2	29.0	26.5	.0431
OTHER COUNTIES							
Bartholomew	472,312	18,307	5.8	15.7	38.1	25.8	.0277
Benton	96,034	22,661	4.6	12.7	25.4	43.6	.0042
Blackford	100,292	17,022	5.8	16.1	34.7	23.4	.0056
Brown	86,336	16,637	5.1	14.9	29.0	26.3	.0040
Carroll	148,278	19,302	4.4	12.5	33.4	32.1	.0072
Cass	279,035	17,592	5.1	14.5	33.9	25.8	.0164
☐ Clark	599,097	17,889	4.9	16.6	37.0	24.2	.0367
Clinton	225,217	18,205	5.2	14.1	31.6	28.7	.0120
Crawford	51,045	12,681	6.4	19.5	25.3	14.7	.0027
Daviess	144,670	13,324	7.2	20.6	30.4	12.3	.0090
☐ Dearborn	195,750	15,938	5.7	16.4	36.2	17.4	.0113
Decatur	154,219	17,265	5.2	15.7	32.6	24.9	.0090
Dubois	230,774	17,719	4.3	15.6	36.3	24.7	.0142
Fayette	214,044	18,559	4.5	14.8	33.4	30.3	.0108
☐ Floyd	428,142	17,382	4.9	15.6	33.9	25.2	.0229
Fountain	115,385	15,560	6.2	15.4	33.0	18.9	.0073
Franklin	114,632	15,955	4.9	19.6	30.7	22.7	.0059
Fulton	145,904	18,332	5.0	12.4	28.0	31.1	.0073
Grant	603,281	19,692	4.0	14.0	31.6	33.0	.0325
Marion	265,458	18,540	4.6	15.5	30.6	30.5	.0182
Greene	209,364	16,142	5.9	13.9	26.9	26.1	.0110
Harrison	139,009	13,759	7.0	19.7	32.7	12.8	.0081
Henry	404,341	19,844	4.0	11.9	33.4	33.2	.0212
Huntington	263,311	20,115	4.6	13.3	33.3	32.6	.0144
Jackson	253,682	17,322	5.5	14.7	35.2	23.0	.0147
Jasper	168,862	17,731	5.1	14.3	34.2	26.1	.0104
Jay	138,838	15,373	6.5	16.6	32.2	19.3	.0079
Jefferson	160,820	13,543	8.0	21.0	31.1	13.0	.0109
Jennings	136,481	16,815	5.5	17.8	35.2	21.2	.0071
Knox	270,793	14,677	6.7	16.0	28.3	20.7	.0165
Kosciusko	451,123	19,709	4.1	13.5	31.6	33.1	.0242
La Grange	133,391	16,240	5.1	17.2	35.6	19.1	.0076
La Porte	860,477	20,854	4.3	11.5	31.7	36.8	.0473
La Porte	181,210	18,932	5.0	12.7	32.4	31.5	.0122
Michigan City	279,511	20,568	4.7	12.1	31.3	35.8	.0186

BLOOMINGTON – BEDFORD
1981 Primary Market Area
190,000 People
57,600 Households
OUR UNDUPLICATED DAILY-SUNDAY REACH CUME IN TRADE AREA: 80%*
with FREQUENCY, for example, among readers in the Monroe County SMSA of:
5.17 out of 6 Weekdays
3.71 out of 4 Sundays
*RMH Research Fall, 1979

Our readers include:*
82% of Ages 18-24
83% of Ages 25-34
91% of Ages 35-49
98% of Ages 50-64
98% of Ages 65 Plus
Our readers include* these SMSA purchasers:
84% of all Food
88% of Drugs & Rx
90% of Furniture
90% of Women's Clothes
92% of Appliances
91% of Automobiles
90% of Tires & Acces.

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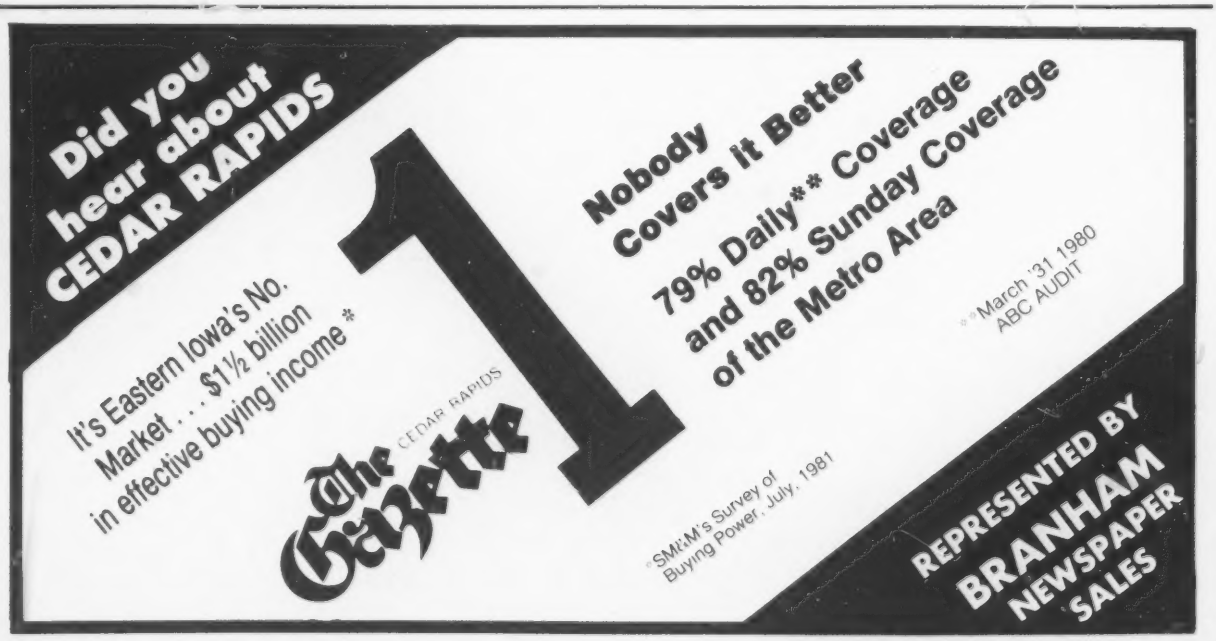
IND. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980							ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Lawrence	286,260	16,869	5.3	16.1	31.0	24.8	.0161	Rush	124,868	16,885	5.3	16.0	30.9	25.6	.0071
Martin	55,690	13,150	7.9	21.2	28.3	13.9	.0035	Scott	124,159	16,814	5.1	16.7	34.2	22.8	.0071
Miami	242,221	15,806	5.6	19.3	34.4	19.1	.0133	Spencer	134,709	18,432	5.4	11.8	26.8	32.1	.0070
Montgomery	246,029	17,484	5.0	15.7	32.5	25.3	.0136	Starke	148,389	17,764	5.2	14.1	29.5	29.2	.0083
Newton	93,028	16,935	5.4	13.8	33.9	23.5	.0053	Steuben	172,716	16,339	6.1	15.7	29.7	24.8	.0103
Noble	229,345	17,757	5.1	15.0	36.5	23.4	.0122	Switzerland	37,518	12,990	5.9	18.2	29.6	12.9	.0020
Ohio	28,522	14,408	7.8	16.2	34.7	12.9	.0014	Union	45,856	16,634	5.3	17.7	32.8	22.7	.0023
Orange	89,930	12,059	8.2	22.0	27.0	9.8	.0055	Wabash	266,516	19,249	4.9	13.0	33.7	30.8	.0145
Owen	72,900	11,502	8.8	20.6	29.0	6.9	.0042	Warren	67,397	20,537	4.8	11.7	27.5	37.1	.0030
Parke	89,947	13,188	6.1	16.4	27.7	16.2	.0051	Washington	130,776	15,196	6.1	17.7	30.5	20.1	.0070
Perry	118,072	15,449	5.8	17.9	29.8	21.8	.0066	Wayne	571,930	18,124	4.5	15.3	32.7	27.9	.0329
Pike	103,338	18,145	5.1	10.5	24.9	33.2	.0051	Richmond	305,335	16,740	5.1	16.8	31.5	24.3	.0206
Pulaski	99,255	18,200	4.9	13.4	25.2	33.4	.0049	White	198,166	20,151	4.6	14.2	27.7	36.3	.0099
Putnam	168,918	15,472	6.0	17.4	34.0	17.9	.0099	Whitley	199,022	20,059	4.1	11.2	33.3	32.5	.0103
Randolph	189,887	16,254	5.7	16.8	33.8	21.2	.0100	**TOTAL METRO COUNTIES**	**30,531,696**	**20,375**	**4.4**	**12.3**	**31.6**	**35.2**	**1.6796**
Ripley	141,091	15,796	5.0	16.2	32.7	20.1	.0080	**TOTAL STATE**	**41,780,101**	**19,491**	**4.6**	**13.2**	**31.6**	**32.5**	**2.3031**

IOWA

IOWA ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**170.4**	**.0746**	**28.7**	**14.4**	**19.3**	**16.0**	**21.9**	**62.8**	**830,402**	**163,319**	**85,815**	**153,291**	**40,880**	**151,068**	**27,743**
Linn	170.4	.0746	28.7	14.4	19.3	16.0	21.9	62.8	830,402	163,319	85,815	153,291	40,880	151,068	27,743
• Cedar Rapids	110.1	.0482	29.2	14.7	18.8	16.0	23.0	42.2	696,286	121,288	73,047	135,126	33,958	135,913	21,560
SUBURBAN TOTAL	60.3	.0264	28.0	13.9	20.3	15.8	20.0	20.6	134,116	42,031	12,768	18,165	6,922	15,155	6,183
DAVENPORT - ROCK ISLAND - MOLINE	**386.1**	**.1690**	**29.9**	**12.7**	**16.9**	**15.9**	**25.5**	**140.4**	**1,815,434**	**345,503**	**193,085**	**297,974**	**81,661**	**319,211**	**67,347**
Scott	161.7	.0708	28.5	13.0	18.2	15.6	22.3	57.9	828,514	141,847	87,238	161,074	44,208	140,447	33,584
• Davenport	103.5	.0453	29.0	14.0	16.9	15.1	24.8	38.9	592,894	85,380	62,056	102,100	35,072	124,753	25,110
Henry, Ill.	*58.4*	*.0255*	*32.6*	*10.6*	*15.3*	*15.7*	*30.7*	*20.8*	*214,934*	*54,178*	*19,814*	*11,018*	*7,499*	*37,808*	*5,206*
Rock Island, Ill.	*166.0*	*.0727*	*30.6*	*13.1*	*16.4*	*16.0*	*26.8*	*61.7*	*771,986*	*149,478*	*86,033*	*125,882*	*29,954*	*140,956*	*28,537*
• *Moline*	*45.7*	*.0200*	*32.5*	*12.4*	*15.3*	*15.8*	*30.3*	*18.2*	*372,446*	*45,114*	*32,154*	*102,065*	*21,329*	*58,287*	*15,738*
• *Rock Island*	*46.8*	*.0205*	*31.6*	*14.5*	*14.3*	*15.5*	*29.6*	*18.2*	*139,670*	*20,595*	*20,530*	*16,406*	*5,928*	*30,863*	*6,929*
SUBURBAN TOTAL	190.1	.0832	29.5	11.6	18.0	16.4	23.8	65.1	710,424	194,414	78,345	77,403	19,332	105,308	19,570



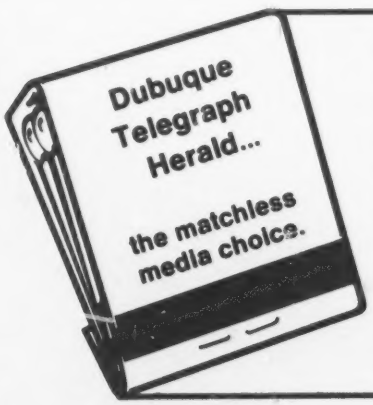
IOWA (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DES MOINES	**340.4**	**.1489**	**29.1**	**14.3**	**17.8**	**16.0**	**23.5**	**128.6**	**1,916,624**	**388,176**	**177,586**	**285,562**	**82,432**	**346,322**	**35,122**
Polk	304.9	.1334	29.2	14.4	17.6	16.1	23.8	116.8	1,820,883	357,650	172,694	279,522	81,254	319,146	33,557
• Des Moines	190.2	.0832	29.9	15.6	16.6	15.1	26.4	77.1	1,236,122	243,426	113,130	215,321	55,551	217,978	22,183
Warren	35.5	.0155	28.0	12.7	19.4	15.9	20.5	11.8	95,741	30,526	4,892	6,040	1,178	27,176	1,565
SUBURBAN TOTAL	150.2	.0657	28.3	12.6	19.5	17.3	19.7	51.5	680,502	144,750	64,456	70,241	26,881	128,344	12,939
DUBUQUE	**94.1**	**.0412**	**27.4**	**14.2**	**16.0**	**14.6**	**23.3**	**30.6**	**471,861**	**85,445**	**45,875**	**83,030**	**32,719**	**91,810**	**13,670**
Dubuque	94.1	.0412	27.4	14.2	16.0	14.6	23.3	30.6	471,861	85,445	45,875	83,030	32,719	91,810	13,670
• Dubuque	62.3	.0273	28.4	15.3	15.0	15.1	25.0	21.1	427,650	76,392	39,571	82,643	30,894	81,277	13,478
SUBURBAN TOTAL	31.8	.0139	25.9	12.0	17.8	13.7	20.0	9.5	44,211	9,053	6,304	387	1,825	10,533	192
IOWA CITY	**82.5**	**.0361**	**24.4**	**29.7**	**20.1**	**11.3**	**15.9**	**30.9**	**393,070**	**75,518**	**44,842**	**41,190**	**23,363**	**67,266**	**14,366**
Johnson	82.5	.0361	24.4	29.7	20.1	11.3	15.9	30.9	393,070	75,518	44,842	41,190	23,363	67,266	14,366
• Iowa City	50.8	.0222	23.8	36.3	19.6	10.2	13.9	19.3	304,235	50,864	38,465	39,536	14,429	53,518	12,648
SUBURBAN TOTAL	31.7	.0139	26.4	19.3	20.9	13.0	19.2	11.6	88,835	24,654	6,377	1,654	8,934	13,748	1,718
SIOUX CITY	**117.8**	**.0514**	**29.5**	**13.1**	**15.0**	**15.1**	**26.6**	**42.9**	**541,792**	**123,911**	**53,913**	**77,041**	**29,458**	**89,925**	**18,510**
Woodbury	100.9	.0441	29.8	13.3	14.4	15.3	27.2	37.0	472,352	107,277	46,611	76,416	27,523	75,817	15,628
• Sioux City	81.6	.0357	29.6	14.1	14.4	15.3	26.9	30.2	438,022	102,247	41,032	76,173	27,155	64,871	15,068
Dakota, Neb.	*16.9*	*.0073*	*28.0*	*11.9*	*17.8*	*14.3*	*23.3*	*5.9*	*69,440*	*16,634*	*7,302*	*625*	*1,935*	*14,108*	*2,882*
SUBURBAN TOTAL	36.2	0157	29.2	10.9	16.1	14.8	25.9	12.7	103,770	21,664	12,881	868	2,383	25,054	3,442
WATERLOO - CEDAR FALLS	**138.6**	**.0606**	**27.5**	**17.0**	**16.2**	**15.0**	**22.9**	**49.0**	**739,769**	**132,010**	**64,318**	**110,700**	**35,105**	**156,148**	**19,388**
Black Hawk	138.6	.0606	27.5	17.0	16.2	15.0	22.9	49.0	739,769	132,010	64,318	110,700	35,105	156,148	19,388
• Cedar Falls	36.5	.0160	24.2	31.4	15.3	13.0	17.9	11.7	290,711	51,471	28,922	29,804	18,782	79,225	7,018
• Waterloo	75.6	.0331	30.0	11.9	16.0	15.6	26.4	28.8	426,237	72,735	33,693	80,507	16,169	72,752	12,204
SUBURBAN TOTAL	26.5	.0115	27.2	11.7	18.1	16.2	19.8	8.5	22,821	7,804	1,703	389	154	4,171	166
OTHER COUNTIES															
Adair	9.5	.0041	38.2	7.5	13.2	15.2	38.1	3.7	38,810	8,048	2,478	602	515	5,678	892
Adams	5.7	.0025	38.1	8.2	13.4	15.3	37.8	2.2	13,422	4,736	704	403	226	2,474	628
Allamakee	15.1	.0066	33.6	9.1	12.7	14.3	33.9	5.3	52,184	13,810	5,805	1,264	1,401	10,217	710
Appanoose	15.6	.0069	36.8	10.8	12.4	13.8	37.9	6.1	62,271	13,200	3,890	9,113	2,954	11,641	544
Audubon	8.5	.0037	36.3	8.0	13.0	16.0	35.4	3.2	32,271	7,922	2,330	510	1,615	8,250	853
Benton	23.8	.0104	32.7	9.6	15.8	15.6	30.7	8.7	67,910	12,776	6,152	982	4,132	15,687	1,592
Boone	26.2	.0115	35.0	10.8	14.1	14.9	35.2	9.8	85,279	22,213	5,302	5,485	7,143	22,324	3,716
Bremer	25.0	.0110	30.1	14.6	15.9	14.6	27.6	8.6	81,778	22,173	5,436	2,881	3,307	13,541	1,701
Buchanan	23.0	.0100	29.9	10.2	15.2	14.8	27.5	7.8	64,845	17,000	6,837	4,133	1,747	14,685	1,630
Buena Vista	20.8	.0091	33.3	12.2	12.2	16.0	32.0	7.8	101,106	17,671	11,135	7,621	5,030	20,783	2,038
Butler	17.7	.0078	33.8	9.9	13.7	15.8	32.5	6.4	35,028	5,389	2,611	1,854	1,812	5,951	397
Calhoun	13.5	.0059	37.9	7.9	12.9	15.4	37.6	5.1	48,156	9,262	2,241	1,549	965	16,885	817
Carroll	23.0	.0100	31.9	8.8	13.0	15.3	30.7	8.0	115,773	20,929	8,847	12,766	4,700	26,271	1,614
Cass	17.0	.0075	35.9	8.5	14.4	15.0	36.0	6.6	91,571	17,742	7,811	8,969	2,458	17,400	2,523
Cedar	18.8	.0082	33.3	9.7	15.2	15.7	31.8	6.7	62,013	17,681	3,125	1,689	1,026	15,113	924
Cerro Gordo	48.4	.0212	32.2	12.5	14.4	16.4	29.6	18.9	277,713	50,027	28,465	47,930	7,786	49,537	6,428
Cherokee	16.2	.0071	33.0	9.8	14.5	16.1	30.9	6.1	81,463	26,712	4,379	6,231	3,198	13,151	2,767
Chickasaw	15.5	.0068	31.6	8.8	14.9	14.8	30.1	5.4	49,716	13,758	3,870	1,240	1,104	8,539	776
Clarke	8.7	.0038	37.2	8.7	13.7	15.6	36.7	3.4	41,094	8,034	2,824	2,358	570	8,462	632
Clay	19.7	.0086	31.8	10.8	14.6	16.4	29.0	7.5	116,246	19,901	12,387	13,298	5,080	27,480	3,345
Clayton	21.1	.0092	33.8	8.9	13.3	15.1	33.4	7.6	60,142	11,047	5,808	1,242	4,634	18,770	880
Clinton	57.2	.0251	30.6	11.7	15.9	15.8	27.3	20.6	269,496	52,876	25,421	41,352	12,057	64,367	6,459
Crawford	18.9	.0082	31.7	10.9	14.8	15.1	30.0	6.7	84,150	22,977	10,511	5,044	2,858	17,005	1,684
Dallas	29.8	.0131	31.8	10.4	16.4	15.2	29.6	10.9	102,320	29,393	6,966	9,784	2,594	25,357	1,297
Davis	9.2	.0040	35.8	8.6	13.1	15.1	35.6	3.3	31,344	7,359	2,156	524	447	7,618	724
Decatur	9.8	.0043	32.2	19.4	11.4	12.4	34.4	3.5	22,672	6,359	1,358	755	630	2,035	1,098
Delaware	19.0	.0083	29.9	9.8	14.1	15.3	27.5	6.3	65,817	14,630	4,858	5,014	1,061	14,607	1,959
Des Moines	46.3	.0203	31.9	12.3	16.0	16.0	29.1	17.5	228,969	49,189	21,274	38,249	15,751	31,268	10,962
Dickinson	15.9	.0069	35.1	9.3	13.3	15.3	34.7	6.2	77,491	13,121	7,878	4,291	2,314	9,629	2,451
Emmet	13.3	.0058	30.9	12.3	13.8	15.0	29.3	4.9	54,203	9,286	4,203	6,460	1,289	12,967	1,010
Fayette	25.4	.0111	32.7	10.8	13.4	15.0	31.9	9.2	93,920	17,651	7,676	9,683	3,638	23,608	2,815
Floyd	19.6	.0086	33.2	9.2	15.8	15.4	31.7	7.1	82,997	18,870	5,771	8,274	2,142	17,690	1,360



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SOURCES: CIRCULATION '80-'81

Telegraph Herald
Reaching the Readers [and Customers] of the '80s

IOWA (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Franklin	13.0	.0057	36.5	8.3	13.6	16.6	35.1	5.1	44,925	8,056	3,477	2,005	1,282	9,599	1,162
Fremont	9.4	.0041	37.3	8.3	13.0	15.6	36.8	3.6	18,412	3,677	1,902	284	639	3,839	1,121
Greene	12.1	.0053	36.9	8.5	13.3	14.9	37.0	4.7	36,058	8,190	3,158	3,319	553	6,192	1,089
Grundy	14.4	.0063	33.6	9.7	15.9	15.5	32.3	5.3	38,454	8,021	2,956	437	3,780	8,844	1,518
Guthrie	12.0	.0053	38.9	8.2	12.2	15.2	38.7	4.6	26,215	4,086	3,209	1,558	1,677	4,697	678
Hamilton	17.9	.0078	33.5	10.5	15.0	16.4	31.3	6.7	68,486	13,451	7,915	3,417	3,025	13,548	1,555
Hancock	13.9	.0061	33.8	8.3	13.8	15.5	33.0	5.1	36,696	6,438	2,575	613	2,604	8,032	1,425
Hardin	21.8	.0095	33.5	12.1	13.9	15.1	32.8	8.2	93,855	20,214	6,960	3,815	4,717	23,462	2,204
Harrison	16.4	.0072	34.6	9.1	12.9	15.1	34.4	6.0	74,063	12,407	4,581	1,463	1,368	30,323	2,260
Henry	18.9	.0083	31.8	13.5	15.4	14.1	31.0	6.8	73,945	14,713	5,612	6,828	2,647	18,586	1,966
Howard	11.1	.0048	37.5	7.4	11.6	15.4	37.2	4.1	36,778	6,833	3,034	1,533	1,522	7,226	1,290
Humboldt	12.3	.0054	34.0	8.4	13.8	16.6	32.0	4.7	41,919	10,087	2,955	1,893	1,864	10,274	738
Ida	8.9	.0039	36.2	7.4	13.6	17.4	34.0	3.4	25,122	4,259	1,771	993	511	7,089	724
Iowa	15.5	.0068	33.6	9.8	14.7	15.5	32.5	5.7	69,116	12,564	18,596	2,516	1,795	6,797	1,408
Jackson	22.7	.0099	31.2	9.5	14.8	15.6	28.8	7.8	66,678	15,156	7,374	3,363	4,191	12,804	2,252
Jasper	36.5	.0160	32.0	10.4	16.2	17.4	27.7	13.7	144,951	29,987	10,883	9,193	5,082	28,597	5,137
Jefferson	16.3	.0071	30.3	19.5	13.3	13.4	30.3	5.8	65,177	16,622	2,947	7,400	2,705	14,214	1,382
Jones	20.5	.0090	30.8	12.1	15.7	15.1	28.2	7.0	58,854	8,869	4,249	2,286	2,070	16,029	1,814
Keokuk	12.8	.0056	37.4	8.6	12.2	14.9	37.4	4.9	37,795	4,660	3,509	1,040	1,552	12,463	647
Kossuth	21.9	.0096	32.6	8.9	13.7	16.2	30.5	7.9	108,807	14,281	8,206	6,397	4,280	46,649	1,563
Lee	43.2	.0189	32.2	11.4	15.8	15.9	29.7	15.8	218,882	51,548	13,179	28,612	9,954	46,902	6,671
Louisa	12.2	.0053	32.3	9.9	15.7	15.1	30.6	4.3	35,016	7,822	3,488	669	1,294	11,213	767
Lucas	10.3	.0045	38.0	7.7	13.5	15.7	37.5	4.1	38,814	11,294	2,054	3,124	1,301	6,583	1,504
Lyon	12.9	.0057	32.3	8.8	12.9	16.2	30.4	4.5	38,853	8,543	4,023	525	1,928	10,638	697
Madison	12.7	.0055	35.3	8.6	13.6	15.1	35.2	4.6	44,378	10,308	5,401	1,436	983	12,521	2,301
Mahaska	22.6	.0099	33.7	12.7	13.3	14.8	33.6	8.5	90,654	21,793	6,428	9,345	3,745	13,257	1,334
Marion	30.0	.0132	31.9	13.6	15.1	15.0	30.3	10.5	93,706	22,339	9,954	7,113	2,651	19,817	2,264
Marshall	41.7	.0182	31.4	12.2	16.6	15.5	28.4	15.6	193,771	41,832	20,054	23,994	7,281	33,692	8,061
Mills	13.6	.0060	30.8	11.8	15.2	14.6	29.1	4.6	54,137	11,454	3,089	3,963	4,258	16,935	1,298
Mitchell	12.3	.0053	34.7	7.8	13.0	15.4	34.3	4.5	35,477	6,031	2,074	1,051	1,252	7,080	1,252
Monona	11.7	.0052	37.5	8.1	12.8	15.2	37.3	4.5	40,496	10,084	3,333	688	1,778	9,758	2,232
Monroe	9.2	.0040	37.1	9.0	12.2	15.1	37.0	3.5	29,804	8,520	1,562	1,206	373	10,906	1,045
Montgomery	13.5	.0059	38.0	8.7	12.3	15.3	37.7	5.3	52,173	14,537	3,790	6,381	1,444	9,793	2,124
Muscatine	40.7	.0178	30.2	11.8	16.8	14.8	27.0	14.4	254,405	45,080	21,091	11,654	8,042	66,839	8,131

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Sources:
Sales & Marketing Management 1980, "Survey of Buying Power" ABC One-Day Count June 30, 1980

The Des Moines Register and Tribune

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IOWA (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
O'Brien	17.0	.0074	34.6	8.7	12.9	15.9	33.5	6.3	71,344	13,242	5,457	4,987	2,298	18,822	2,040
Osceola	8.4	.0037	34.6	8.5	12.0	15.8	33.8	3.1	20,989	3,379	2,211	287	614	3,809	528
Page	19.1	.0084	37.3	10.0	12.5	15.1	37.2	7.4	95,500	18,535	5,321	9,484	5,690	20,717	3,080
Palo Alto	12.7	.0055	33.9	9.6	11.9	15.7	33.0	4.7	45,427	9,543	4,000	661	814	9,325	1,274
Plymouth	24.9	.0109	30.3	12.4	13.4	15.2	28.5	8.6	108,390	27,888	7,026	5,424	2,490	24,467	1,532
Pocahontas	11.3	.0050	34.9	8.3	13.8	15.5	34.4	4.3	41,032	11,698	2,605	1,354	2,339	10,119	884
☐ Pottawattamie	86.6	.0379	29.6	11.9	16.4	16.7	24.5	31.2	352,236	79,142	42,626	52,378	9,046	74,999	13,441
Council Bluffs	56.1	.0246	29.1	12.8	17.3	15.4	24.4	20.7	300,991	70,480	30,523	52,155	8,469	70,233	12,145
Poweshiek	19.4	.0085	31.0	14.8	15.1	14.5	29.4	7.0	75,522	15,208	5,873	4,078	3,468	14,240	2,154
Ringgold	6.1	.0027	40.1	8.4	11.6	16.0	39.4	2.4	18,764	3,600	1,221	549	204	5,298	868
Sac	14.0	.0061	35.2	8.7	13.0	15.8	34.5	5.4	41,130	8,730	4,167	994	912	10,123	745
Shelby	15.0	.0065	32.5	9.0	13.5	15.8	30.8	5.3	45,704	8,571	3,888	5,554	652	10,200	1,534
Sioux	31.1	.0136	27.6	15.1	13.6	14.3	25.6	10.1	121,657	19,410	8,442	2,117	6,734	35,558	1,828
Story	73.0	.0320	24.0	33.2	16.3	11.0	17.7	24.2	313,626	56,351	40,195	49,151	15,194	60,108	4,472
Tama	19.5	.0085	34.6	8.9	13.8	15.5	34.0	7.1	49,545	8,248	5,730	2,396	1,922	12,670	905
Taylor	8.3	.0037	41.7	8.4	11.3	14.8	41.8	3.3	14,130	3,968	1,590	620	214	1,994	577
Union	13.9	.0060	34.9	10.3	13.9	13.9	35.9	5.4	60,989	19,229	4,733	6,171	1,608	10,733	1,314
Van Buren	8.7	.0039	38.3	8.0	13.6	14.7	38.6	3.2	16,418	3,346	1,679	341	303	1,140	614
Wapello	40.1	.0175	34.3	10.9	14.0	15.9	33.1	15.5	184,759	44,927	15,875	25,473	10,610	24,673	5,823
Washington	20.3	.0089	33.3	10.0	14.3	15.1	32.4	7.3	88,829	17,583	9,544	7,503	4,589	19,480	1,543
Wayne	8.2	.0036	43.3	8.2	10.8	15.0	43.3	3.3	19,511	4,591	1,078	660	96	1,517	576
Webster	45.8	.0201	31.1	12.4	15.1	16.0	28.1	17.0	255,089	38,849	17,162	45,159	15,853	58,993	3,701
Winnebago	13.0	.0056	32.8	12.3	13.7	14.1	33.0	4.9	44,625	8,289	4,024	3,217	2,212	11,624	1,512
Winneshiek	22.0	.0097	29.5	16.7	13.5	14.1	28.4	7.2	73,791	16,769	6,367	3,732	5,241	18,505	1,752
Worth	9.1	.0040	37.1	8.8	13.3	15.4	36.8	3.5	20,841	4,793	1,478	652	1,496	3,949	626
Wright	16.3	.0071	34.9	9.0	14.1	16.0	33.9	6.3	51,974	15,244	3,900	1,301	2,735	10,244	1,688
TOTAL METRO COUNTIES	**1,175.2**	**.5142**	**28.3**	**15.3**	**17.4**	**15.4**	**22.9**	**426.0**	**6,004,828**	**1,173,034**	**594,911**	**963,641**	**295,276**	**1,103,877**	**172,942**
TOTAL STATE	**2,924.5**	**1.2798**	**30.6**	**13.1**	**15.6**	**15.3**	**27.8**	**1,067.9**	**12,963,454**	**2,630,523**	**1,194,375**	**1,567,170**	**583,896**	**2,629,073**	**353,352**

IOWA

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CEDAR RAPIDS	**1,469,330**	**22,392**	**3.8**	**9.9**	**29.2**	**41.3**	**.0812**
Linn	1,469,330	22,392	3.8	9.9	29.2	41.3	.0812
• Cedar Rapids	1,051,307	23,722	3.7	9.2	25.6	46.1	.0602
SUBURBAN TOTAL	418,023	20,297	4.1	11.4	36.2	31.5	.0210
DAVENPORT - ROCK ISLAND - MOLINE	**3,452,415**	**22,878**	**3.8**	**9.8**	**27.8**	**43.4**	**.1852**
Scott	1,429,947	23,051	3.8	9.7	27.4	44.0	.0793
• Davenport	922,049	22,038	4.3	10.5	27.6	41.1	.0529
Henry, Ill.	*486,343*	*21,736*	*4.3*	*11.1*	*27.2*	*40.4*	*.0252*
Rock Island, Ill.	*1,536,125*	*23,099*	*3.6*	*9.5*	*28.4*	*44.0*	*.0807*
• *Moline*	*464,903*	*23,467*	*3.9*	*9.5*	*26.8*	*45.6*	*.0284*
• *Rock Island*	*447,228*	*22,205*	*4.3*	*10.5*	*24.8*	*42.8*	*.0208*
SUBURBAN TOTAL	1,618,235	23,329	3.4	9.3	28.9	44.5	.0831
DES MOINES	**3,039,759**	**21,533**	**4.5**	**11.3**	**28.0**	**39.7**	**.1731**

IOWA

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IOWA (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Polk	2,789,161	21,692	4.5	11.4	27.2	40.6	.1601
• Des Moines	1,748,274	20,073	5.2	12.5	27.1	36.7	.1032
Warren	250,598	20,385	4.5	10.2	35.9	31.8	.0130
SUBURBAN TOTAL	1,291,485	23,300	3.6	9.5	29.4	44.3	.0699
DUBUQUE	**772,428**	**23,364**	**4.0**	**9.2**	**25.0**	**45.1**	**.0441**
Dubuque	772,428	23,364	4.0	9.2	25.0	45.1	.0441
• Dubuque	546,565	24,121	4.0	8.7	23.2	47.3	.0338
SUBURBAN TOTAL	225,863	21,749	4.0	10.5	29.3	40.1	.0103
IOWA CITY	**608,669**	**16,887**	**5.9**	**15.6**	**29.0**	**26.8**	**.0363**
Johnson	608,669	16,887	5.9	15.6	29.0	26.8	.0363
• Iowa City	391,440	16,373	6.3	15.5	26.1	27.9	.0247
SUBURBAN TOTAL	217,229	17,576	5.3	15.8	33.6	25.2	.0116
SIOUX CITY	**929,877**	**19,071**	**5.4**	**12.4**	**28.3**	**33.1**	**.0528**
Woodbury	799,019	18,864	5.5	12.6	28.1	32.8	.0455
• Sioux City	643,835	18,937	5.6	12.4	28.9	32.0	.0385
Dakota, Neb.	*130,858*	*20,194*	*4.7*	*11.5*	*29.7*	*35.4*	*.0073*
SUBURBAN TOTAL	286,042	19,420	4.9	12.6	26.9	35.6	.0143
WATERLOO - CEDAR FALLS	**1,188,335**	**22,264**	**4.5**	**9.9**	**28.0**	**41.5**	**.0679**
Black Hawk	1,188,335	22,264	4.5	9.9	28.0	41.5	.0679
• Cedar Falls	299,543	23,036	4.6	9.7	26.7	43.8	.0205
• Waterloo	676,998	21,693	4.9	10.1	27.5	40.0	.0385
SUBURBAN TOTAL	211,794	23,004	3.3	9.3	31.4	43.4	.0089
OTHER COUNTIES							
Adair	72,685	15,410	6.7	18.4	27.5	23.8	.0041
Adams	38,605	14,738	9.0	14.6	27.9	21.4	.0019
Allamakee	103,690	15,094	7.4	15.8	26.6	23.6	.0059
Appanoose	103,474	13,620	7.5	16.7	24.7	20.8	.0062
Audubon	67,664	16,840	6.3	14.8	27.0	28.6	.0035
Benton	195,275	19,125	5.0	12.7	28.0	34.2	.0096
Boone	207,071	18,146	5.7	13.7	29.1	30.8	.0106
Bremer	198,903	19,774	5.2	11.8	27.9	35.3	.0102
Buchanan	173,489	18,746	5.1	14.3	28.7	32.5	.0088
Buena Vista	178,481	19,016	5.4	12.9	25.5	35.9	.0098
Butler	142,929	19,317	5.9	14.6	27.0	34.6	.0067
Calhoun	105,347	17,262	6.0	13.4	26.1	30.4	.0056
Carroll	177,246	19,071	5.2	13.4	29.0	33.6	.0105
Cass	152,872	19,339	5.5	13.0	26.4	35.8	.0086
Cedar	167,572	21,148	4.7	11.2	27.4	40.0	.0081
Cerro Gordo	407,653	19,552	5.3	11.9	28.8	33.7	.0240
Cherokee	129,112	18,385	6.0	15.2	27.4	32.0	.0076
Chickasaw	109,856	17,831	6.0	13.7	27.1	29.9	.0059
Clarke	69,865	16,071	5.9	13.6	22.7	30.1	.0041
Clay	199,315	22,148	4.9	12.5	22.2	43.6	.0107
Clayton	145,557	16,408	6.2	13.9	26.8	27.1	.0077
Clinton	463,199	20,914	4.2	11.8	30.0	37.0	.0262
Crawford	127,834	16,548	5.7	16.3	27.6	27.4	.0077
Dallas	254,416	21,512	4.7	10.1	25.4	40.6	.0129
Davis	57,276	14,059	7.3	15.8	26.0	21.1	.0033
Decatur	47,348	10,092	9.2	17.4	23.4	9.6	.0029
Delaware	146,271	19,870	5.5	12.3	25.4	36.6	.0077
Des Moines	360,414	18,518	5.2	13.6	30.2	30.8	.0211
Dickinson	123,163	17,267	5.8	13.4	28.9	28.4	.0073
Emmet	91,066	16,254	5.2	14.8	31.2	22.6	.0054
Fayette	168,329	15,860	5.8	15.0	29.8	22.7	.0097
Floyd	164,598	20,727	4.5	10.6	28.2	37.6	.0089
Franklin	106,569	17,988	5.0	13.7	30.1	29.8	.0055
Fremont	73,813	17,485	5.3	13.8	26.3	31.0	.0034
Greene	113,058	19,941	5.4	11.0	23.0	38.6	.0053
Grundy	123,408	19,968	4.3	12.2	31.9	35.2	.0059
Guthrie	85,908	16,667	6.1	13.6	29.3	25.8	.0042
Hamilton	130,978	17,000	5.5	15.0	31.0	25.7	.0072
Hancock	111,648	19,423	5.7	11.9	28.2	33.9	.0055
Hardin	175,970	18,570	5.6	13.3	28.8	31.7	.0097
Harrison	121,086	17,145	6.5	12.9	26.9	29.5	.0071
Henry	154,039	20,154	5.0	13.2	25.3	37.7	.0082
Howard	86,205	15,752	6.7	12.6	22.1	29.7	.0044
Humboldt	106,427	20,490	5.3	10.9	28.7	36.6	.0054
Ida	91,202	22,609	4.9	11.1	24.0	43.8	.0041
Iowa	101,129	15,676	7.0	18.2	31.1	21.3	.0062
Jackson	156,069	17,356	6.3	13.2	30.6	26.8	.0084
Jasper	301,397	20,153	4.6	11.5	30.2	35.2	.0160
Jefferson	126,119	18,632	4.6	13.7	26.8	32.5	.0068
Jones	143,692	17,491	6.1	13.9	28.2	29.6	.0076
Keokuk	98,141	16,573	6.0	12.8	25.5	29.0	.0051
Kossuth	187,851	21,025	4.1	10.9	28.8	38.3	.0104
Lee	312,160	18,127	5.2	12.2	32.2	28.3	.0192
Louisa	88,987	19,411	5.2	10.8	29.7	33.5	.0045
Lucas	89,247	17,851	6.4	12.0	23.2	33.6	.0046
Lyon	93,001	15,982	6.7	17.8	25.6	28.0	.0049
Madison	90,213	17,121	5.5	14.8	28.1	27.8	.0050
Mahaska	158,125	15,632	6.5	14.2	25.5	26.3	.0092
Marion	232,400	19,018	5.4	12.1	28.9	32.8	.0119
Marshall	337,618	19,854	5.0	11.8	30.7	33.4	.0190
Mills	112,294	20,023	4.2	13.7	26.1	36.1	.0059
Mitchell	89,045	16,458	6.6	15.8	28.0	26.6	.0046
Monona	99,041	17,647	5.9	13.6	24.9	32.6	.0051
Monroe	61,299	15,388	5.5	12.2	27.8	23.2	.0034
Montgomery	122,024	18,772	5.2	10.9	24.4	36.1	.0061
Muscatine	330,106	21,259	4.1	11.0	27.5	38.9	.0206
O'Brien	124,230	17,375	6.2	14.0	31.1	26.6	.0072
Osceola	56,353	14,772	7.5	17.7	29.7	19.5	.0029
Page	144,834	16,341	6.3	14.2	26.7	27.4	.0087
Palo Alto	100,225	17,656	5.0	15.9	29.2	29.3	.0053
Plymouth	177,821	18,273	5.4	13.1	28.7	30.8	.0105
Pocahontas	86,663	16,827	6.3	15.5	28.2	27.9	.0045
☐ Pottawattamie	664,369	19,502	4.4	13.0	31.3	33.0	.0368
Council Bluffs	446,320	19,703	4.3	12.8	30.6	34.3	.0266
Poweshiek	131,673	19,990	5.5	12.9	27.1	37.7	.0091
Ringgold	44,508	14,712	7.7	16.3	24.9	24.3	.0025
Sac	111,503	17,012	5.0	15.1	28.5	27.8	.0054
Shelby	108,623	17,722	4.9	14.2	28.0	30.9	.0057
Sioux	211,853	18,618	6.0	14.3	29.3	30.4	.0125
Story	984,089	19,469	5.8	13.2	26.8	35.3	.0322
Tama	157,019	19,903	5.0	11.2	26.9	36.3	.0076
Taylor	55,565	13,076	6.8	14.1	27.5	17.0	.0026
Union	96,413	15,288	6.5	15.5	26.3	24.5	.0058
Van Buren	56,203	13,922	7.1	15.2	23.4	23.7	.0028
Wapello	307,043	18,104	5.0	11.6	29.3	29.3	.0177
Washington	163,334	19,461	5.7	12.5	28.3	35.1	.0091
Wayne	51,834	12,262	7.1	15.3	22.5	18.4	.0027
Webster	369,087	19,285	5.2	13.1	29.5	33.4	.0221
Winnebago	89,985	15,524	7.1	19.3	30.4	21.4	.0050
Winneshiek	158,632	17,021	6.4	16.3	28.5	27.6	.0087
Worth	69,773	17,351	5.5	14.8	27.7	27.7	.0033
Wright	162,171	19,407	5.6	11.7	26.1	36.3	.0075
TOTAL METRO COUNTIES	**9,971,856**	**21,366**	**4.5**	**11.1**	**28.2**	**39.1**	**.5642**
TOTAL STATE	**23,602,134**	**19,534**	**5.1**	**12.4**	**28.1**	**34.6**	**1.3092**

KANSAS

KANS.

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAWRENCE	**68.4**	**.0299**	**24.2**	**33.0**	**17.5**	**11.4**	**17.2**	**24.4**	**265,646**	**49,709**	**26,341**	**31,765**	**8,957**	**46,951**	**7,233**
Douglas	68.4	.0299	24.2	33.0	17.5	11.4	17.2	24.4	265,646	49,709	26,341	31,765	8,957	46,951	7,233
• Lawrence	53.3	.0233	23.7	37.5	17.5	10.6	15.1	19.1	243,714	45,897	25,531	31,601	8,722	42,513	6,213
SUBURBAN TOTAL	15.1	.0066	28.7	16.7	17.5	14.2	24.9	5.3	21,932	3,812	810	164	235	4,438	1,020

KANS. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TOPEKA	**186.1**	**.0815**	**30.2**	**13.5**	**17.1**	**15.8**	**26.0**	**70.7**	**828,846**	**173,083**	**77,000**	**116,525**	**32,104**	**176,916**	**28,298**
Jefferson	15.5	.0068	33.2	9.3	16.3	15.1	31.9	5.4	23,293	4,081	1,530	122	486	4,629	441
Osage	15.5	.0068	35.5	8.7	14.6	14.7	35.8	5.7	34,872	13,088	1,720	222	1,415	7,981	970
Shawnee	155.1	.0679	29.5	14.4	17.4	15.9	24.5	59.6	770,681	155,914	73,750	116,181	30,203	164,306	26,887
• Topeka	114.6	.0502	30.1	14.6	17.2	15.1	26.4	46.7	749,720	152,938	72,424	116,036	29,657	162,796	26,854
SUBURBAN TOTAL	71.5	.0313	30.4	11.7	17.2	16.8	25.3	24.0	79,126	20,145	4,576	489	2,447	14,120	1,444
WICHITA	**413.5**	**.1809**	**29.0**	**14.1**	**17.6**	**16.7**	**22.7**	**156.5**	**2,089,736**	**362,621**	**233,211**	**300,489**	**95,801**	**463,137**	**42,217**
Butler	45.3	.0198	32.1	11.8	15.8	16.7	28.6	16.4	162,724	40,647	16,865	4,855	13,008	48,146	3,472
Sedgwick	368.2	.1611	28.7	14.4	17.7	16.7	22.1	140.1	1,927,012	321,974	216,346	295,634	82,793	414,991	38,745
• Wichita	279.7	.1224	29.2	15.0	17.2	16.2	23.8	112.1	1,693,030	265,880	204,438	285,782	75,674	354,017	37,211
SUBURBAN TOTAL	133.8	.0585	28.6	12.3	17.8	17.9	20.7	44.4	396,706	96,741	28,773	14,707	20,127	109,120	5,006
OTHER COUNTIES															
Allen	15.7	.0069	38.0	9.2	12.2	14.5	38.4	6.1	53,664	12,691	9,548	6,172	1,455	6,505	489
Anderson	8.8	.0039	38.6	8.3	12.3	14.0	39.3	3.3	18,569	4,939	1,998	370	1,301	3,071	419
Atchison	18.3	.0080	30.4	15.4	14.0	13.6	29.9	6.3	55,449	12,829	4,002	4,312	1,056	13,198	1,905
Barber	6.5	.0028	38.7	8.0	12.9	16.7	37.5	2.6	22,208	4,769	849	518	870	6,218	1,132
Barton	31.5	.0138	32.1	10.3	15.4	17.0	28.5	12.0	182,478	33,747	14,421	26,477	7,653	48,348	2,103
Bourbon	16.0	.0070	38.9	11.1	11.9	14.0	39.6	6.5	62,627	14,330	4,587	6,165	2,311	16,912	972
Brown	12.0	.0053	41.0	8.0	12.1	13.8	41.7	4.7	31,835	9,018	1,925	1,694	1,081	8,074	938
Chase	3.3	.0014	43.1	8.4	11.4	13.9	43.6	1.3	9,828	1,728	383		116	442	179
Chautauqua	5.1	.0023	49.5	6.2	10.9	13.5	49.5	2.1	10,326	2,465	739	481		2,406	677
Cherokee	22.4	.0098	35.0	10.5	14.6	14.2	35.8	8.6	54,013	21,558	5,084	1,010	2,009	9,960	2,148
Cheyenne	3.6	.0015	39.3	7.6	12.7	17.7	37.3	1.5	8,817	2,858	857	103	404	2,351	176
Clark	2.6	.0012	43.6	5.0	12.8	16.2	43.2	1.0	7,452	1,102	167		445	[illegible]	235
Clay	9.8	.0043	40.9	7.9	11.8	14.9	40.9	3.9	32,161	5,556	2,161	1,047	1,313	8,231	244
Cloud	12.4	.0054	37.5	12.5	12.0	13.2	38.9	4.8	49,733	10,127	3,773	3,354	2,149	11,615	1,032
Coffey	9.6	.0042	43.9	7.5	11.3	13.0	44.7	3.6	22,680	4,696	1,376	1,781	1,485	6,601	749
Comanche	2.6	.0011	43.5	8.4	12.2	14.0	44.0	1.0	7,609	2,007	352	187	115	1,142	278
Cowley	37.1	.0163	34.3	12.7	14.3	14.9	34.1	14.1	136,197	32,493	9,800	12,464	5,327	29,233	6,015
Crawford	38.0	.0166	33.9	17.5	12.7	12.5	36.1	15.4	132,003	35,097	13,673	20,627	8,033	19,623	2,649
Decatur	4.5	.0020	41.3	7.0	10.4	16.6	40.4	1.8	17,448	3,836	1,537	179	1,013	2,701	239
Dickinson	20.2	.0088	35.8	9.6	13.3	14.5	36.3	7.8	64,165	14,263	3,833	3,945	987	12,441	1,257
Doniphan	9.3	.0041	33.4	12.2	13.1	14.3	33.7	3.4	23,897	5,700	1,280	251	357	1,738	210
Edwards	4.3	.0019	39.1	6.7	12.9	14.3	39.6	1.7	14,251	3,177	1,785	610	641	3,969	198
Elk	3.9	.0017	50.3	6.5	10.1	12.9	50.5	1.7	5,697	1,079	364	49	32	1,854	294
Ellis	26.2	.0115	24.1	26.6	14.0	12.6	19.9	9.4	163,310	31,940	18,095	18,520	10,185	36,057	3,713
Ellsworth	6.7	.0029	42.3	7.1	11.6	15.0	42.3	2.7	19,364	5,415	1,590	486	509	2,611	261
Finney	24.3	.0106	26.2	13.3	16.5	15.1	20.3	8.4	151,713	31,556	9,879	19,334	7,779	40,913	1,373
Ford	24.5	.0108	29.3	13.8	16.4	14.8	25.9	8.9	138,548	27,359	12,993	18,989	9,163	27,341	1,164
Franklin	22.0	.0096	33.3	11.7	15.1	13.9	33.5	8.2	72,087	17,819	4,596	4,352	2,235	11,636	2,382
Geary	30.2	.0132	21.8	25.4	14.3	10.6	13.4	10.2	98,235	18,392	12,093	15,948	5,629	20,551	835
Gove	3.7	.0016	32.9	7.8	14.5	15.8	31.1	1.4	15,624	1,444	2,185	1,948	861	2,401	438
Graham	3.9	.0017	33.4	8.2	15.5	16.5	31.0	1.5	18,050	3,747	571	46	339	5,460	523
Grant	7.1	.0031	27.0	10.5	18.1	16.1	19.4	2.4	34,505	7,072	2,164	3,951	1,010	10,928	706
Gray	5.2	.0023	31.5	8.7	15.5	15.1	29.4	1.8	21,373	6,762	576	175	461	6,929	1,144
Greeley	1.9	.0008	32.4	7.0	15.5	16.7	29.3	.7	4,268	926	356			574	
Greenwood	8.7	.0039	42.8	7.6	11.7	14.6	43.0	3.6	26,210	6,237	1,561	920	518	4,534	584
Hamilton	2.5	.0010	35.7	7.5	13.8	16.8	34.0	1.0	8,836	1,810	640	534	247	3,169	453
Harper	7.8	.0035	42.9	7.1	12.1	15.6	42.6	3.3	26,431	4,324	2,372	2,136	1,520	7,121	1,233
Harvey	30.8	.0134	32.0	13.0	15.7	15.1	30.2	11.1	104,503	24,341	9,616	5,977	2,280	16,645	2,865
Haskell	3.8	.0017	27.5	10.9	17.0	17.0	20.2	1.3	6,127	2,178	573			105	711
Hodgeman	2.2	.0010	35.4	7.7	12.7	17.4	33.1	.9	2,816	667	365	44	37	340	41
Jackson	11.8	.0051	34.9	8.6	14.5	14.5	35.3	4.2	45,682	7,441	1,741	1,035	653	19,023	873
Jewell	5.2	.0023	43.3	6.7	10.8	15.3	43.2	2.1	7,427	1,419	1,086	260	216	1,544	108
☐ Johnson	274.4	.1201	29.7	10.9	20.8	19.5	19.5	100.0	1,707,268	217,046	146,337	353,988	101,215	361,408	34,282
Overland Park	82.1	.0359	28.9	9.8	23.1	21.5	14.5	29.1	810,609	61,439	54,591	263,230	26,269	180,923	13,226
Kearny	3.5	.0015	29.2	9.6	15.4	16.9	24.2	1.2	7,384	2,498	533		218	1,560	582
Kingman	9.0	.0040	37.5	7.7	12.0	16.1	35.6	3.4	25,883	8,612	2,209	1,072	1,141	6,742	577

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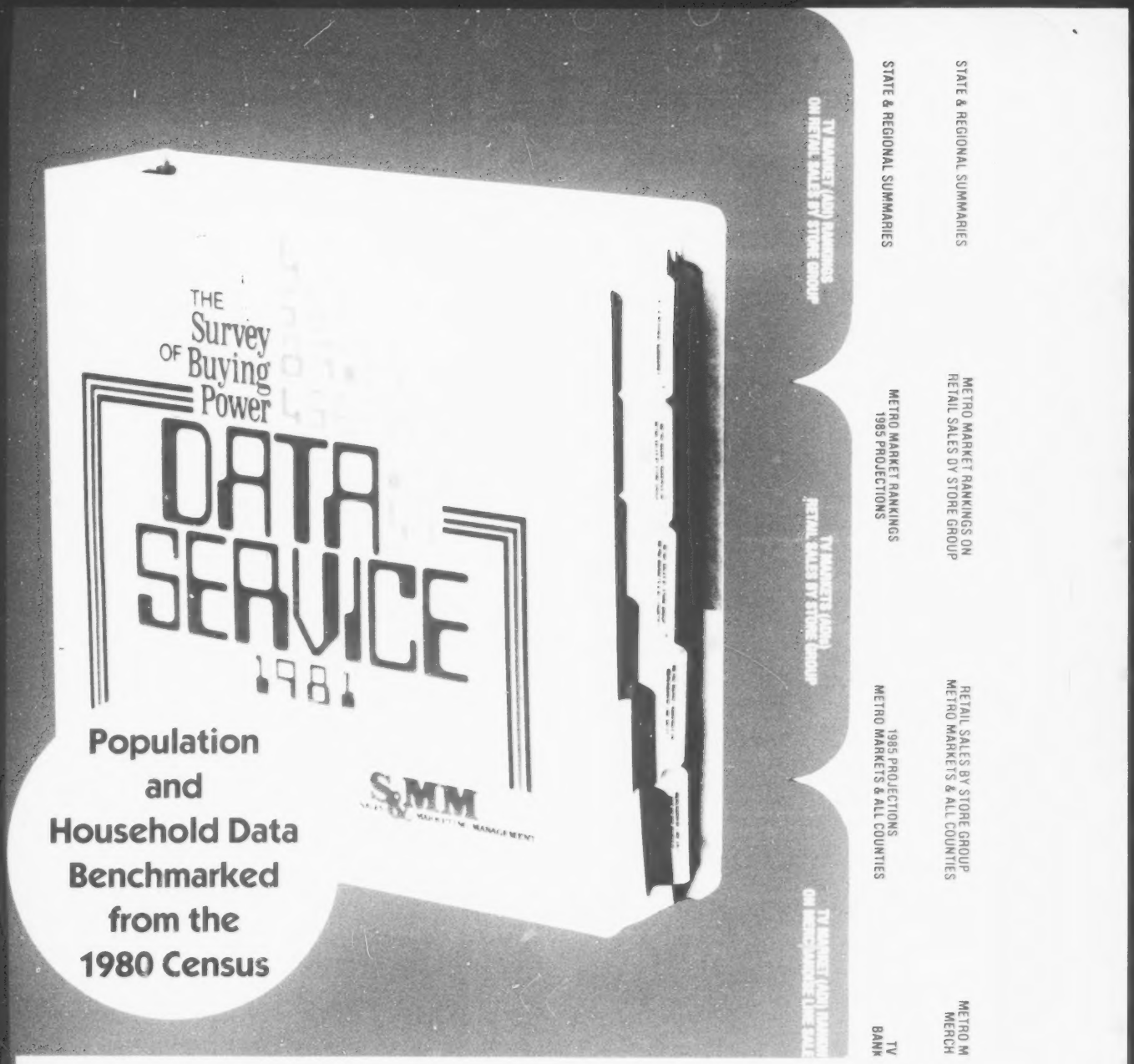

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1980 Estimates, 1977 Census of Merchandise Line, Groceries and Other Foods, Drugs and Other Health Aids, Furniture and Sleep

And Value Of The Information Incredibly Valuable Marketing Tool!

Equipment, Major Household Appliances, Radio/TV/Musical Instruments, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Toiletries.

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1980 Estimates, 1977 Census of Retail Trade, Groceries and Other Foods, Drugs and Other Health Aids, Furniture and Sleep Equipment, Major Household Appliances, Radio/TV/Musical Instruments, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Toiletries.

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Population, Households, Effective Buying Income (EBI), Total Retail Sales, Buying Power Index (BPI).

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1980 TOTALS AND 1985 PROJECTIONS FOR TELEVISION MARKETS (ADIs)

Population, Households, Effective Buying Income (EBI), Retail Sales, Buying Power Index (BPI).

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TELEVISION MARKET (ADI) RANKINGS— RETAIL SALES BY STORE GROUP

Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Furniture and Home Furnishing Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

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RETAIL SALES BY STORE GROUP FOR TELEVISION MARKETS (ADIs)

Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

Volume III, Section 20

TELEVISION MARKET (ADI) RANKINGS— RETAIL SALES BY MERCHANDISE LINE

Groceries and Other Foods, Drugs and Other Health Aids, Furniture and Other Sleep Equipment, Major Household Appliances, Radio/TV/Musical Instruments, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Toiletries.

Volume III, Section 21

RETAIL SALES BY MERCHANDISE LINE CATEGORY FOR TELEVISION MARKETS (ADIs)

Groceries and Other Foods, Drugs and Other Health Aids, Furniture and Other Sleep Equipment, Major Household Appliances, Radio/TV/Musical Instruments, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, and Toiletries.

Here are just some of the users and uses for the information found in the new **DATA SERVICE.**

1 **MARKETING/PRODUCT MANAGEMENT**
- define market potential
- evaluate sales performance
- determine distribution pattern
- examine weaknesses & strengths in relation to existing market
- develop index of product demand
- determine product potentials
- select markets, strategy, & ad support for new products
- create buying power indexes for special products

2 **SALES MANAGEMENT**
- map sales territories
- set quotas
- set objectives for branches, dealers, distributors, wholesalers & retailers
- analyze sales variations
- route sales force—rate its efficiency
- compare potentials/travel time
- spot performance weaknesses
- modernize sales organization

3 **ADVERTISING/MEDIA**
- set budgets—allocate advertising dollars—spot media decisions
- city, country, metro areas
- analyze TV markets (ADI's)
- compare media coverage/market size
- select test markets
- apply advertising pressure where needed
- check ad results against potential sales

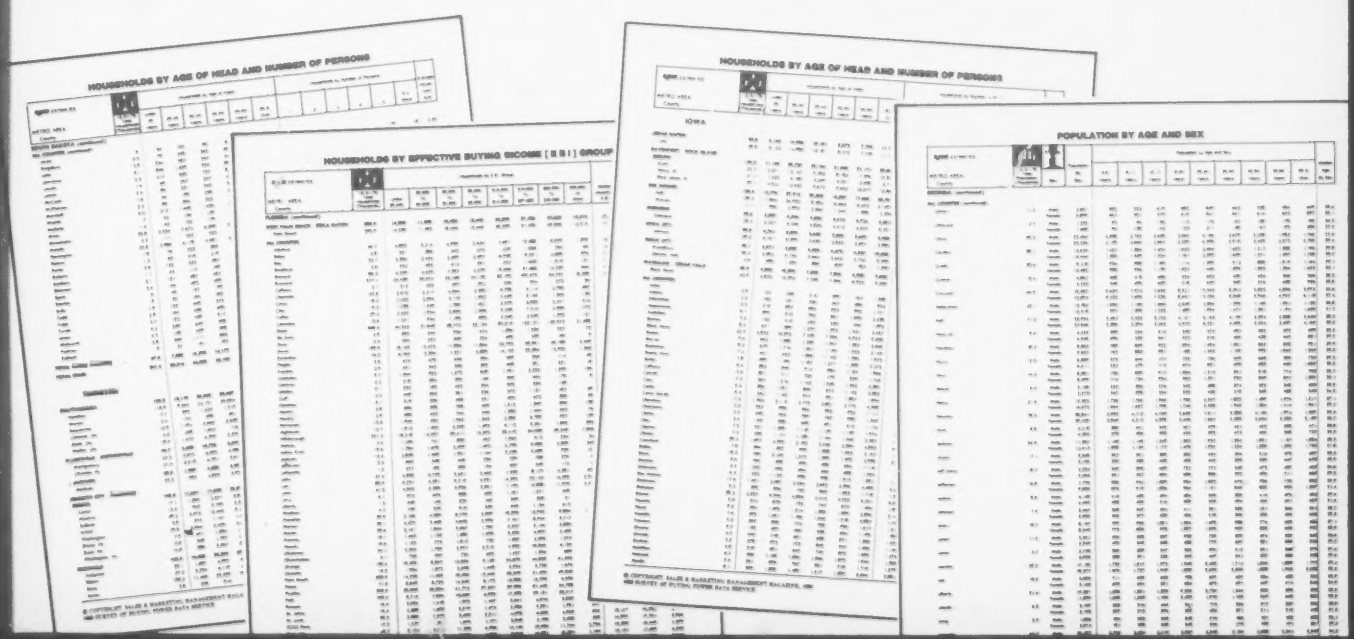
4 **MARKET ANALYSIS**
- check year-to-year changes
- spot high income concentrations
- relate household incomes to price tags
- trace population shifts—review market changes
- choose market by demographics
- forecast regional and national totals
- differentiate markets by retail sales price
- select quality markets

The brand new completely updated and expanded 1981 **Survey of Buying Power DATA SERVICE** will be released in three sections

SECTION I
DEMOGRAPHIC AND ECONOMIC DATA
Issued August 1981
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION II
RETAIL SALES DATA
Issued September 1981
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION III
PROJECTIONS AND SUMMARIES FOR TV MARKETS
Issued October 1981
Metropolitan and non-Metropolitan Areas



KANS. (cont.)

SMSA ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kiowa	4.0	.0017	39.2	8.3	11.6	17.4	37.5	1.6	14,879	2,737	2,279	722	754	3,166	386
Labette	25.7	.0112	35.1	10.7	13.5	14.0	36.1	9.8	89,605	23,008	5,122	6,448	3,522	21,537	3,901
Lane	2.5	.0011	34.7	7.6	14.6	17.0	32.6	1.0	6,283	2,078	432	116	161	1,496	27
Leavenworth	55.1	.0242	30.2	13.1	18.1	18.4	22.9	17.3	141,601	34,397	11,446	18,407	7,372	29,560	3,360
Lincoln	4.1	.0018	45.4	6.0	10.8	15.5	45.3	1.7	11,596	2,968	583	921	581	2,239	154
Linn	8.3	.0036	42.4	7.5	11.9	14.0	42.9	3.2	18,443	5,791	1,200	180	393	5,727	542
Logan	3.5	.0015	33.1	9.1	15.0	16.4	30.7	1.4	15,345	4,592	800	1,482	370	3,511	361
Lyon	35.4	.0155	24.9	26.8	13.8	10.8	25.2	13.3	138,752	24,795	15,965	24,862	7,108	28,513	2,607
McPherson	27.1	.0119	33.4	14.7	13.9	15.0	32.7	10.0	91,822	23,321	10,466	4,672	3,303	15,885	1,894
Marion	13.5	.0059	39.4	10.1	12.2	14.7	39.6	5.2	40,635	10,284	2,650	1,026	1,988	7,788	852
Marshall	12.6	.0055	40.9	7.0	10.8	14.0	41.5	5.0	46,737	8,764	2,005	1,831	7,619	9,145	2,267
Meade	4.8	.0021	35.7	7.6	13.8	18.0	32.9	1.8	9,998	2,932	462	209	446	3,131	163
Miami	21.8	.0095	34.3	9.0	14.5	15.3	33.7	7.7	62,378	19,720	3,445	2,604	2,665	12,246	1,307
Mitchell	8.1	.0036	39.4	8.9	11.9	13.6	40.4	3.2	38,613	5,355	2,560	2,416	1,725	10,716	461
Montgomery	42.6	.0186	36.9	10.3	13.4	14.8	37.1	16.6	186,571	41,009	10,871	20,059	6,958	42,040	5,205
Morris	6.4	.0028	41.8	7.3	11.9	14.6	42.0	2.6	16,460	3,421	1,456	587	543	4,396	89
Morton	3.4	.0015	29.7	9.9	18.5	17.4	22.7	1.2	11,068	3,625	495	154	240	4,436	81
Nemaha	11.2	.0049	37.6	7.1	11.9	14.7	37.8	4.1	28,041	7,257	1,721	1,336	1,122	7,132	627
Neosho	19.0	.0083	35.5	9.8	14.0	13.9	36.7	7.3	90,130	16,739	8,421	10,234	4,562	25,077	1,674
Ness	4.5	.0020	39.4	6.6	12.7	15.9	38.8	1.8	12,296	3,115	1,055	63	237	3,725	212
Norton	6.6	.0029	38.8	7.9	14.0	15.1	38.7	2.6	24,436	4,851	1,669	1,694	1,487	5,524	417
Osborne	5.9	.0026	44.9	6.5	10.2	14.9	45.0	2.4	17,039	3,123	1,106	275	729	2,386	266
Ottawa	6.0	.0026	40.5	7.5	13.1	14.6	40.7	2.3	16,294	3,179	953	416	399	6,295	237
Pawnee	8.0	.0035	37.7	8.7	13.6	15.4	37.3	3.1	31,279	7,223	2,874	6,730	1,183	5,966	554
Phillips	7.4	.0032	38.5	8.2	13.2	15.1	38.4	2.9	24,416	6,905	1,689	609	1,597	5,461	710
Pottawatomie	15.0	.0066	33.6	10.0	13.9	13.9	34.1	5.5	35,429	9,861	2,779	827	1,220	8,167	1,391
Pratt	10.3	.0045	36.5	10.4	13.5	15.5	36.1	4.1	49,800	13,021	3,771	5,536	2,210	9,577	983
Rawlins	4.1	.0018	37.7	7.5	11.9	16.3	36.6	1.6	8,504	1,897	412	485	310	2,468	312
Reno	65.3	.0286	31.6	12.7	15.9	15.3	29.2	24.8	309,547	69,356	29,326	38,850	15,522	50,923	9,453
Republic	7.5	.0032	44.6	6.6	11.7	15.0	44.6	3.1	16,790	5,136	1,804	910	870	2,377	994
Rice	11.9	.0053	36.4	11.1	12.9	14.5	36.8	4.6	30,471	7,711	2,564	823	813	5,202	1,167
Riley	64.1	.0280	23.0	40.2	16.6	9.2	12.7	19.7	201,419	37,632	31,999	32,262	12,465	27,306	2,415
Rooks	7.0	.0031	35.9	9.1	12.4	15.0	36.0	2.7	19,986	4,809	1,420	258	956	1,592	599
Rush	4.5	.0019	42.0	7.5	11.1	17.1	40.9	1.8	11,133	1,742	1,065	83	371	1,177	311
Russell	8.9	.0039	39.1	8.1	12.8	16.7	37.8	3.6	36,181	7,963	2,817	2,351	1,063	12,134	628
Saline	49.1	.0215	29.8	12.8	17.8	15.6	25.2	18.9	263,649	54,677	24,323	32,576	14,052	61,006	3,967
Scott	5.8	.0026	30.2	9.3	17.1	15.6	26.2	2.1	27,533	5,752	2,078	3,587	2,009	5,046	697
Seward	17.2	.0075	28.3	12.4	17.6	17.1	21.0	6.2	116,499	24,941	8,669	14,318	7,366	26,764	1,513
Sheridan	3.5	.0015	32.9	7.9	12.7	17.0	30.4	1.3	8,104	1,925	295	352	414	876	304
Sherman	7.7	.0034	30.6	12.4	14.9	15.2	28.2	2.9	40,731	8,009	3,281	2,825	1,870	9,213	1,389
Smith	5.9	.0026	43.6	6.5	11.6	15.6	43.3	2.4	20,280	7,874	811	1,361	283	4,095	367
Stafford	5.5	.0024	45.7	5.5	11.1	15.0	45.6	2.3	16,853	4,792	1,067	387	371	3,217	561
Stanton	2.3	.0010	28.8	9.1	18.2	18.1	20.7	.8	5,356	2,358	247		75	487	76
Stevens	4.8	.0021	30.6	9.8	16.2	16.6	26.2	1.7	15,170	4,868	720	795	118	2,311	595
Sumner	25.1	.0110	35.4	9.5	13.5	15.5	34.9	9.5	60,411	16,256	5,483	4,388	3,664	10,588	2,714
Thomas	8.5	.0037	30.7	14.1	14.5	14.8	29.0	3.1	46,105	11,222	4,292	2,545	1,256	8,750	893
Trego	4.1	.0018	37.9	7.1	12.2	16.3	36.9	1.6	16,316	3,261	1,302	381	67	1,694	631
Wabaunsee	6.9	.0030	38.5	8.2	13.2	14.7	38.7	2.5	8,531	1,121	1,795	42	240	333	90
Wallace	2.0	.0009	31.2	9.2	15.1	15.3	28.9	.7	7,401	2,680	47		45	1,528	25
Washington	8.5	.0037	42.8	7.1	11.2	14.1	43.2	3.3	18,950	4,636	1,564	811	1,265	1,371	143
Wichita	3.0	.0013	27.6	10.3	17.4	15.3	21.9	1.1	13,088	2,774	815	116	241	6,331	66
Wilson	12.2	.0054	40.5	8.4	11.7	14.3	40.9	4.8	25,271	8,690	1,297	1,442	616	3,853	1,130
Woodson	4.6	.0020	46.6	6.8	10.3	14.0	46.9	1.8	10,615	2,232	774	122	187	3,202	
☐ Wyandotte	171.2	.0749	29.6	13.1	17.0	15.5	25.4	63.6	772,253	176,793	70,028	111,182	20,769	190,902	13,507
Kansas City	160.3	.0702	29.7	13.2	16.9	15.1	25.9	60.0	737,573	167,426	68,662	110,444	20,668	176,866	11,272
TOTAL METRO COUNTIES	**1,113.6**	**.4873**	**29.1**	**14.2**	**18.1**	**16.7**	**22.6**	**415.2**	**5,663,749**	**979,252**	**552,917**	**913,949**	**258,846**	**1,239,314**	**125,537**
TOTAL STATE	**2,374.9**	**1.0394**	**30.6**	**13.8**	**16.0**	**15.6**	**27.4**	**885.7**	**10,310,072**	**2,029,661**	**951,547**	**1,358,058**	**471,003**	**2,221,705**	**232,409**

KANS.

SMSA ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LAWRENCE	**503,361**	**17,024**	**6.4**	**14.5**	**28.3**	**27.6**	**.0282**
Douglas	503,361	17,024	6.4	14.5	28.3	27.6	.0282
• Lawrence	399,022	16,784	6.6	14.2	27.6	27.6	.0232
SUBURBAN TOTAL	104,339	17,837	5.3	15.6	30.8	27.7	.0050
TOPEKA	**1,586,669**	**19,896**	**4.8**	**13.1**	**29.3**	**35.1**	**.0858**
Jefferson	90,620	14,773	5.8	17.3	31.7	17.6	.0046
Osage	98,793	14,938	6.3	14.6	29.5	20.4	.0052
Shawnee	1,397,256	20,927	4.6	12.6	29.0	38.1	.0760
• Topeka	1,072,942	20,401	4.9	13.1	28.2	37.0	.0629
SUBURBAN TOTAL	513,727	19,041	4.7	13.2	31.0	31.6	.0229

KANS. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
WICHITA	**4,080,960**	**23,043**	**3.9**	**10.0**	**27.5**	**44.5**	**.2136**
Butler	390,724	21,698	4.1	9.5	29.5	40.0	.0198
Sedgwick	3,690,236	23,216	3.8	10.0	27.3	45.1	.1938
• Wichita	2,906,128	22,818	4.0	10.4	26.6	44.2	.1572
SUBURBAN TOTAL	1,174,832	23,519	3.4	8.7	29.9	45.4	.0564
OTHER COUNTIES							
Allen	111,018	15,384	6.8	14.7	27.6	23.4	.0061
Anderson	51,494	13,348	7.9	16.6	28.2	16.2	.0029
Atchison	126,766	16,703	6.1	15.1	25.5	28.7	.0067
Barber	58,434	19,579	4.0	11.4	33.6	32.7	.0029
Barton	294,177	21,676	4.1	10.7	31.1	38.2	.0165
Bourbon	102,330	12,382	7.1	17.1	24.9	15.8	.0062
Brown	78,246	13,572	6.4	15.5	26.6	19.2	.0041
Chase	18,775	11,866	8.8	21.6	23.6	14.4	.0011
Chautauqua	34,766	13,057	5.5	15.1	25.4	18.1	.0018
Cherokee	147,278	14,420	5.9	14.6	24.4	23.8	.0076
Cheyenne	26,436	15,281	7.5	20.3	31.3	19.8	.0014
Clark	17,228	14,277	7.5	19.7	27.1	19.5	.0009
Clay	78,298	17,054	5.4	14.8	29.0	27.6	.0040
Cloud	96,197	16,553	6.0	14.1	27.1	27.8	.0054
Coffey	67,050	14,432	6.4	15.4	22.3	26.0	.0033
Comanche	14,632	11,623	7.8	24.8	19.6	13.4	.0008
Cowley	298,724	18,706	5.0	13.4	29.3	31.4	.0158
Crawford	265,500	13,880	7.1	15.1	25.5	21.2	.0148
Decatur	34,547	16,034	4.3	15.1	28.8	24.4	.0018
Dickinson	163,870	16,779	6.4	16.0	27.4	28.2	.0083
Doniphan	57,756	14,639	6.8	15.6	28.2	20.6	.0031
Edwards	37,679	20,157	5.9	13.5	28.3	35.7	.0018
Elk	26,754	11,742	9.4	19.1	21.5	16.8	.0013
Ellis	261,601	23,462	4.8	12.3	22.1	46.7	.0146
Ellsworth	52,172	16,805	5.7	16.4	28.7	26.9	.0026
Finney	222,615	23,405	3.6	8.2	27.3	45.5	.0130
Ford	190,783	18,616	4.9	14.0	33.4	29.4	.0117
Franklin	182,619	18,520	5.3	13.7	23.7	35.5	.0091
Geary	207,983	15,138	8.1	20.4	29.4	21.1	.0115
Gove	34,858	18,634	5.6	14.6	25.0	35.4	.0017
Graham	35,749	18,696	4.9	15.7	27.4	35.1	.0019
Grant	66,939	24,541	2.1	7.9	31.7	48.6	.0036
Gray	37,912	17,096	5.8	15.7	29.1	27.8	.0022
Greeley	13,344	16,083	6.6	16.7	29.9	23.9	.0006
Greenwood	60,799	13,786	7.1	17.2	26.2	19.3	.0033
Hamilton	15,445	13,971	6.1	16.1	32.9	13.0	.0009
Harper	75,117	19,137	5.7	14.1	23.6	36.2	.0036
Harvey	232,963	18,641	5.6	13.8	31.1	31.2	.0124
Haskell	25,948	17,300	5.3	18.5	34.7	24.7	.0012
Hodgeman	18,843	13,886	5.7	16.1	21.8	24.1	.0007
Jackson	79,103	16,160	5.4	13.5	26.5	26.8	.0047
Jewell	33,798	14,353	6.9	17.1	30.4	17.5	.0016
☐ Johnson	3,497,715	30,792	1.8	5.8	20.3	65.7	.1734
Overland Park	1,038,165	32,954	1.2	4.5	18.2	72.0	.0610
Kearny	29,594	22,200	3.6	11.7	29.1	42.2	.0014
Kingman	63,266	16,425	6.0	14.3	30.1	24.1	.0034
Kiowa	34,719	19,082	5.1	12.5	32.6	31.3	.0016
Labette	182,741	16,154	6.1	13.6	27.2	26.2	.0102
Lane	23,205	17,281	6.7	13.4	25.6	31.4	.0010
Leavenworth	385,892	19,205	4.0	12.5	30.1	32.7	.0198
Lincoln	40,240	19,442	5.0	16.4	24.5	37.5	.0020
Linn	55,076	13,900	7.6	14.1	24.1	22.8	.0028
Logan	30,191	18,231	4.9	15.3	27.2	33.8	.0015
Lyon	310,259	18,372	5.5	13.3	24.2	34.3	.0160
McPherson	201,465	17,642	5.3	15.7	32.1	26.2	.0108
Marion	101,026	16,457	6.8	15.2	29.0	25.5	.0053
Marshall	101,759	15,063	7.4	17.1	24.8	25.4	.0053
Meade	45,655	21,265	5.5	12.1	21.2	39.7	.0020
Miami	168,878	19,198	4.9	12.4	25.4	35.1	.0085
Mitchell	66,926	17,295	4.7	14.8	26.2	30.6	.0038
Montgomery	319,984	16,402	6.0	13.0	26.4	27.3	.0183
Morris	42,938	11,892	9.3	16.0	24.5	16.2	.0023
Morton	30,341	21,611	5.8	13.3	25.4	41.8	.0014
Nemaha	83,272	15,410	7.3	15.2	25.7	25.5	.0042
Neosho	137,476	16,020	7.0	14.8	25.1	27.7	.0082
Ness	29,864	14,362	5.1	16.0	27.8	20.2	.0016
Norton	56,282	18,309	5.2	13.8	27.1	33.1	.0029
Osborne	51,946	16,848	6.3	16.0	26.3	29.7	.0024
Ottawa	44,128	15,552	6.6	18.8	27.0	25.1	.0022
Pawnee	74,284	19,787	5.6	13.4	25.8	36.9	.0038
Phillips	49,940	14,064	6.3	13.4	28.1	19.4	.0027
Pottawatomie	92,754	13,802	7.8	19.9	25.4	20.2	.0051
Pratt	97,133	21,558	4.3	11.1	25.6	40.8	.0051
Rawlins	25,823	13,679	8.5	17.6	29.1	16.1	.0013
Reno	517,085	18,250	5.1	14.1	31.8	29.2	.0295
Republic	55,859	13,809	6.9	15.1	25.8	21.3	.0028
Rice	88,405	17,327	5.7	12.7	32.9	25.2	.0044
Riley	443,085	14,880	7.6	19.6	27.5	22.0	.0240
Rooks	54,890	17,461	5.5	14.3	26.3	30.8	.0028
Rush	38,521	17,368	6.4	15.8	24.2	33.7	.0018
Russell	81,769	19,824	5.6	12.6	26.9	36.3	.0042
Saline	333,863	19,795	4.7	11.8	26.7	36.5	.0244
Scott	52,748	22,014	3.3	11.6	30.1	40.3	.0029
Seward	167,590	24,157	3.8	7.6	27.4	47.9	.0097
Sheridan	28,063	18,138	4.0	11.0	22.3	34.8	.0013
Sherman	63,881	18,720	5.1	12.7	27.6	33.2	.0037
Smith	48,132	15,987	6.6	13.6	25.9	27.3	.0025
Stafford	50,986	19,183	6.6	14.2	27.3	33.4	.0024
Stanton	18,380	19,500	1.9	12.6	30.2	34.4	.0009
Stevens	51,502	24,875	2.5	10.4	26.1	49.7	.0023
Sumner	182,440	17,096	6.4	14.2	29.8	26.5	.0091
Thomas	81,296	22,443	4.1	12.1	26.2	43.9	.0045
Trego	30,461	16,667	5.1	17.2	29.3	26.4	.0016
Wabaunsee	45,272	15,337	5.1	12.6	28.2	22.9	.0022
Wallace	13,419	17,500	4.0	20.1	32.0	27.1	.0007
Washington	58,034	13,914	7.8	16.5	23.9	22.6	.0030
Wichita	27,979	20,829	6.5	9.3	26.4	41.0	.0014
Wilson	78,967	14,154	6.6	15.1	27.9	19.5	.0041
Woodson	27,023	10,987	8.3	15.7	23.7	14.8	.0014
☐ Wyandotte	1,424,205	20,950	4.2	11.3	29.1	37.7	.0783
Kansas City	1,332,328	20,732	4.3	11.5	28.6	37.3	.0737
TOTAL METRO COUNTIES	**11,092,910**	**23,509**	**3.7**	**10.0**	**26.3**	**46.0**	**.5793**
TOTAL STATE	**20,866,163**	**20,105**	**4.8**	**12.3**	**27.0**	**37.0**	**1.1033**

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The Wichita Eagle-Beacon

KENTUCKY

KY.
[redacted] ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**153.0**	**.0669**	**24.5**	**19.6**	**14.9**	**14.7**	**19.1**	**48.3**	**569,978**	**115,403**	**39,867**	**90,619**	**30,031**	**118,759**	**15,185**
Christian	67.8	.0297	23.8	21.4	14.0	12.9	19.3	20.1	246,774	54,641	14,798	36,257	12,642	44,830	6,948
• Hopkinsville	27.9	.0122	28.6	9.0	15.0	15.3	25.1	10.2	186,182	47,696	11,467	10,278	12,007	39,540	6,459
Montgomery, Tenn.	*85.2*	*.0372*	*25.4*	*18.3*	*15.5*	*16.1*	*18.9*	*28.2*	*323,204*	*60,762*	*25,069*	*54,362*	*17,389*	*73,929*	*8,237*
• *Clarksville*	*56.1*	*0246*	*24.6*	*23.1*	*16.9*	*15.6*	*16.0*	*17.8*	*314,939*	*58,047*	*24,846*	*53,844*	*14,772*	*73,294*	*8,063*
SUBURBAN TOTAL	69.0	.0301	23.7	21.2	13.2	13.7	19.1	20.3	68,857	9,660	3,554	26,497	3,252	5,935	663
HUNTINGTON - ASHLAND	**313.3**	**.1370**	**30.9**	**12.4**	**16.8**	**16.8**	**26.2**	**112.5**	**1,237,658**	**309,549**	**78,182**	**176,336**	**68,831**	**200,421**	**44,298**
Boyd	55.8	.0244	31.5	11.5	16.6	18.0	26.2	20.3	288,922	60,079	14,693	67,091	16,271	41,418	8,202
• Ashland	26.9	.0118	34.8	9.9	14.8	18.5	31.2	10.6	261,001	55,005	12,843	63,346	14,096	38,362	7,309
Greenup	39.6	.0173	29.6	11.4	18.2	18.4	21.7	13.2	73,621	29,742	4,253	3,473	2,786	11,622	1,610
Lawrence, Ohio	*64.4*	*.0282*	*30.8*	*11.1*	*16.4*	*16.7*	*26.5*	*22.4*	*208,046*	*52,276*	*11,235*	*24,925*	*16,631*	*34,359*	*7,415*
Cabell, W. Va.	*106.8*	*.0467*	*31.4*	*14.4*	*16.4*	*15.6*	*28.4*	*40.6*	*555,785*	*134,032*	*43,297*	*77,546*	*28,309*	*96,329*	*23,443*
• *Huntington*	*62.8*	*0275*	*32.8*	*15.7*	*14.4*	*15.3*	*31.6*	*25.7*	*403,391*	*88,475*	*32,804*	*56,426*	*24,670*	*78,413*	*18,322*
Wayne, W. Va.	*46.7*	*.0204*	*30.1*	*11.5*	*17.9*	*16.7*	*24.6*	*16.0*	*111,284*	*33,290*	*4,704*	*3,301*	*4,834*	*16,693*	*3,628*
SUBURBAN TOTAL	223.6	.0977	30.0	11.7	18.0	17.0	24.1	76.2	573,266	166,069	32,535	56,564	30,065	83,646	18,667
LEXINGTON-FAYETTE	**322.2**	**.1412**	**27.9**	**17.0**	**18.7**	**15.9**	**20.8**	**116.8**	**1,672,571**	**380,089**	**134,656**	**283,519**	**70,654**	**251,132**	**47,757**
Bourbon	19.5	.0086	31.9	11.4	16.4	16.9	27.9	6.9	57,591	23,116	3,810	2,675	1,074	9,811	2,577
Clark	28.7	.0125	29.9	12.5	17.9	16.8	24.1	10.1	142,771	35,674	13,325	12,261	3,795	29,150	4,992
Fayette	206.4	.0904	27.3	18.5	19.4	15.9	19.3	77.4	1,308,998	261,665	104,061	259,126	61,819	194,489	33,662
• Lexington-Fayette	206.4	0904	27.3	18.5	19.4	15.9	19.3	77.4	1,308,998	261,665	104,061	259,126	61,819	194,489	33,662
Jessamine	27.4	.0120	26.0	18.3	17.6	14.3	19.8	8.9	76,110	32,634	3,120	2,410	1,797	9,211	2,665
Scott	22.2	.0098	28.8	15.8	16.8	15.3	24.4	7.4	48,050	13,923	5,464	2,698	1,195	5,837	2,150
Woodford	18.0	.0079	29.3	12.4	19.1	16.2	22.9	6.1	39,051	13,077	4,286	1,349	974	2,634	1,711
SUBURBAN TOTAL	115.8	.0508	29.0	14.3	17.6	15.8	23.6	39.4	363,573	118,424	30,005	24,393	8,835	56,643	14,095
LOUISVILLE	**909.1**	**.3979**	**29.4**	**12.8**	**17.3**	**17.4**	**23.0**	**329.0**	**3,997,347**	**975,862**	**396,130**	**560,212**	**210,185**	**604,895**	**144,524**
Bullitt	44.7	.0196	26.7	12.2	21.3	16.0	16.3	13.4	51,230	10,016	3,183	731	2,177	4,919	1,742
Jefferson	683.8	.2993	29.7	12.8	17.3	17.6	23.2	253.6	3,296,215	840,908	337,329	463,699	181,065	474,354	119,904
• Louisville	293.8	.1286	31.9	13.6	14.8	16.2	29.3	121.0	1,223,318	366,781	156,534	109,022	61,104	144,720	52,181
Oldham	29.2	.0128	28.7	14.5	19.1	15.9	22.0	8.5	73,390	15,068	2,724	728	2,534	26,545	2,426
Clark, Ind.	*89.8*	*.0393*	*28.6*	*13.3*	*17.5*	*17.1*	*21.7*	*31.7*	*393,576*	*57,192*	*35,480*	*88,769*	*11,404*	*69,409*	*13,027*
Floyd, Ind.	*61.6*	*.0269*	*31.3*	*11.8*	*15.3*	*17.0*	*27.4*	*21.8*	*182,936*	*52,678*	*17,414*	*6,285*	*13,005*	*29,668*	*7,425*
SUBURBAN TOTAL	615.3	.2693	28.5	12.4	18.6	17.9	20.0	208.0	2,774,029	609,081	239,596	451,190	149,081	460,175	92,343
OWENSBORO	**86.5**	**.0379**	**29.1**	**12.2**	**17.4**	**17.1**	**22.7**	**30.8**	**446,305**	**95,494**	**31,464**	**64,645**	**23,269**	**77,169**	**14,211**
Daviess	86.5	.0379	29.1	12.2	17.4	17.1	22.7	30.8	446,305	95,494	31,464	64,645	23,269	77,169	14,211
• Owensboro	54.8	.0240	29.7	12.9	17.6	17.0	23.7	20.6	427,473	87,507	30,216	64,626	23,269	75,593	13,544
SUBURBAN TOTAL	31.7	.0139	28.1	11.0	17.4	17.1	21.0	10.2	18,832	7,987	1,248	19		1,576	667
OTHER COUNTIES															
Adair	15.4	.0067	33.8	11.0	14.9	16.0	32.2	5.5	36,136	13,597	1,209	1,125	849	7,121	959
Allen	14.3	.0063	34.9	9.8	15.6	16.4	33.5	5.3	36,314	15,614	1,026	1,963	528	3,301	1,663
Anderson	12.8	.0056	31.6	11.2	17.5	15.9	28.2	4.5	32,638	10,381	1,179	1,878	562	6,862	1,375
Ballard	8.8	.0039	36.7	8.9	15.0	15.1	36.6	3.3	33,738	10,599	1,166	81	231	9,005	646
Barren	34.4	.0150	33.1	10.3	15.9	17.0	30.0	12.5	139,587	33,825	9,498	11,003	9,282	19,400	5,293
Bath	10.3	.0045	31.8	11.6	16.0	15.1	29.8	3.6	14,784	3,851	540	677	1,371	3,120	547
Bell	34.6	.0152	29.6	11.4	14.4	15.5	26.8	11.6	162,966	49,475	6,060	12,558	7,862	24,927	8,945
☐ Boone	47.2	.0206	27.9	11.6	20.0	17.8	17.9	15.5	406,344	76,144	29,189	92,427	3,788	34,482	7,934
Boyle	25.2	.0110	31.4	13.8	15.5	16.8	27.6	9.0	102,614	26,402	6,587	17,588	3,272	16,238	3,382
Bracken	7.8	.0034	34.2	9.9	13.9	15.3	33.5	2.7	15,723	4,254	895	722	516	3,663	718
Breathitt	17.2	.0075	27.1	11.8	13.8	14.0	25.2	5.3	38,144	8,657	1,129	4,552	1,792	8,578	786
Breckinridge	17.1	.0075	32.0	10.7	14.8	15.3	30.2	6.0	49,071	23,179	1,502	1,134	858	5,558	1,999
Butler	11.2	.0049	32.5	10.9	15.2	14.1	32.1	3.9	33,752	9,458	1,818	121	421	8,882	1,403
Caldwell	13.5	.0059	34.8	10.5	14.2	16.1	33.6	5.1	64,466	14,841	2,932	3,453	2,784	18,155	2,302
Calloway	30.2	.0132	27.8	26.7	15.1	12.3	26.7	10.9	132,643	31,832	9,634	7,953	5,029	33,237	3,452
☐ Campbell	83.0	.0363	30.5	12.0	15.3	16.4	26.7	28.8	257,211	80,726	26,981	21,397	8,104	35,880	13,337
Carlisle	5.5	.0024	37.9	8.5	14.4	16.6	36.6	2.1	17,962	4,762	389	1,005	112	2,373	475
Carroll	9.3	.0041	31.9	11.3	16.4	16.1	28.7	3.4	26,134	7,036	2,021	938	953	4,821	1,146
Carter	25.4	.0111	29.2	11.8	16.6	15.1	25.2	8.4	84,737	25,965	2,223	6,935	6,124	8,737	3,018

THE BLUE GRASS: A THOROUGHBRED MARKET

World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader.

	1975	1979	1984	% Change 1975-1984
EBI	$1.4 billion	$2.2 billion	$4.0 billion	183%
EBI/HH	$14,712	$20,899	$33,453	127%
Retail Sales	$848 million	$1.5 billion	$2.6 billion	202%
RS/HH	$8,715	$13,977	$21,146	143%
Population	294,700	309,000	331,800	13%

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook the Blue Grass and You've Overlooked Kentucky!"

Source: S&MM 1980 Survey of Buying Power

KY. (cont.)

SMSA ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Casey	15.0	.0066	32.1	10.7	14.4	16.2	29.7	5.3	27,275	13,330	1,086	1,240	955	2,701	615
Clay	23.1	.0101	26.2	11.5	15.1	14.2	22.6	7.0	82,420	32,551	1,945	4,073	4,830	18,653	2,554
Clinton	9.4	.0042	32.5	10.7	15.9	15.5	30.4	3.3	21,859	8,370	1,185	1,121	927	3,024	1,149
Crittenden	9.3	.0040	36.1	9.4	15.3	14.3	36.8	3.5	26,180	12,622	785	757	677	4,911	637
Cumberland	7.3	.0032	36.1	9.5	14.2	17.4	33.8	2.7	20,524	7,961	380	670	335	4,439	879
Edmonson	10.1	.0044	30.5	12.0	16.5	15.6	26.9	3.4	12,673	3,673	559	661	625	1,729	1,005
Elliott	7.0	.0031	30.1	12.5	15.8	14.8	27.4	2.3	5,965	2,675	18	188	251	340	842
Estill	14.6	.0063	30.9	11.3	16.4	14.9	28.3	5.0	46,369	12,438	3,210	5,102	729	9,636	2,919
Fleming	12.4	.0054	33.5	11.1	15.1	16.1	31.6	4.4	41,133	13,734	1,907	1,916	2,600	11,478	2,567
Floyd	49.8	.0218	28.7	11.3	14.4	16.1	24.9	16.5	204,159	44,431	5,687	13,487	6,680	67,499	7,346
Franklin	42.4	.0186	30.6	13.2	17.6	17.6	24.6	16.1	168,586	52,493	13,205	10,935	6,128	17,215	6,790
Fulton	8.9	.0038	35.7	9.5	13.7	14.9	35.7	3.4	51,322	16,285	1,727	6,151	2,385	5,387	965
Gallatin	4.9	.0022	31.4	11.6	17.1	16.2	27.6	1.7	14,079	4,602	1,330	72	183	190	448
Garrard	11.0	.0048	33.7	10.3	17.2	17.1	30.5	4.0	23,513	4,694	1,197	642	847	1,816	1,275
Grant	13.6	.0060	32.1	10.0	17.2	14.6	30.3	4.5	43,859	5,490	4,544	516	1,345	8,833	1,204
Graves	34.3	.0150	35.1	9.8	15.3	15.5	34.6	13.0	119,422	30,561	4,436	5,887	7,697	27,033	6,447
Grayson	21.2	.0092	32.1	10.8	14.3	14.9	30.9	7.4	58,072	16,424	1,809	2,215	3,472	8,967	2,198
Green	11.1	.0049	34.3	11.0	15.4	16.8	32.2	4.0	27,281	10,379	1,816	2,032	997	3,540	1,172
Hancock	7.8	.0035	29.5	11.9	17.4	16.0	24.4	2.6	10,988	5,420	159			1,677	95
Hardin	90.1	.0394	22.5	27.4	13.4	13.5	13.3	25.2	317,501	60,549	27,112	18,111	11,416	62,082	6,456
Harlan	42.3	.0185	29.5	11.1	12.5	15.3	27.8	14.1	161,307	74,747	5,853	15,628	13,136	10,401	4,333
Harrison	15.3	.0067	33.8	9.5	15.4	15.9	32.3	5.5	45,685	11,127	2,912	5,146	2,723	5,001	3,045
Hart	15.5	.0068	32.6	10.7	15.4	16.2	30.1	5.5	45,319	13,989	630	2,066	1,752	8,457	1,503
☐ Henderson	41.3	.0180	30.8	11.5	16.6	16.8	26.3	15.0	190,790	41,388	10,998	11,637	10,047	38,692	5,124
Henry	12.9	.0057	33.7	10.7	15.9	16.1	31.7	4.6	34,129	13,591	1,531	3,310	1,414	6,807	2,099
Hickman	6.1	.0027	36.8	9.7	14.3	15.5	36.4	2.2	11,328	3,853	110	139	196	3,524	621
Hopkins	46.8	.0204	32.4	10.5	15.4	15.7	30.2	16.9	186,699	52,956	7,205	20,268	5,917	31,558	6,863
Jackson	12.1	.0053	29.9	10.9	14.8	15.1	27.4	4.1	20,027	8,635	642	871	464	3,367	1,676
Johnson	25.0	.0109	31.2	11.3	14.6	15.5	28.9	8.4	107,209	24,172	4,664	4,699	9,500	18,000	4,695
☐ Kenton	137.9	.0604	30.2	12.0	16.1	16.5	25.7	48.8	471,917	153,628	43,139	36,955	20,532	54,858	31,348
Covington	48.9	.0214	31.9	12.7	14.1	15.3	30.3	19.4	249,999	66,218	26,239	12,869	11,320	49,111	10,724
Knott	18.2	.0079	27.0	12.7	14.1	14.7	24.1	5.6	28,000	10,478	257	2,719	184	1,267	462
Knox	30.8	.0135	29.4	11.4	15.1	14.1	27.4	10.2	105,314	46,808	6,041	11,824	3,073	6,846	3,597
Larue	12.1	.0053	32.6	9.9	16.1	16.7	29.5	4.4	34,837	11,220	1,165	1,520	1,886	4,936	1,277
Laurel	39.9	.0175	29.6	11.3	15.5	15.4	26.2	13.2	149,086	29,561	8,158	10,001	6,424	33,722	2,581
Lawrence	14.4	.0063	32.1	9.8	14.1	14.4	31.6	4.8	45,503	19,903	2,202	501	746	9,799	2,396
Lee	7.8	.0034	31.6	9.8	13.3	14.7	30.8	2.7	24,463	7,562	292	940	113	6,043	1,456
Leslie	15.1	.0066	25.0	11.5	15.2	15.2	19.7	4.7	17,695	7,258	52	1,634	1,362	615	441
Letcher	31.3	.0137	28.5	10.7	13.7	15.6	25.5	10.3	62,970	26,877	1,007	7,123	3,626	5,603	1,223
Lewis	14.7	.0064	29.4	11.1	16.2	14.9	26.0	4.8	23,697	8,323	615	1,076	252	2,470	181
Lincoln	19.3	.0085	31.8	11.0	15.0	15.9	29.3	6.6	47,611	15,682	438	465	2,206	7,624	2,523
Livingston	9.4	.0041	33.4	9.9	16.5	15.0	32.4	3.5	14,487	4,690	1,857	272	289	939	342
Logan	24.3	.0106	32.5	10.1	16.5	15.6	30.3	8.7	75,579	23,542	3,897	5,674	3,967	13,055	3,764
Lyon	6.6	.0029	36.0	11.1	18.9	17.6	33.7	2.3	13,682	7,297	683	713	1,421	177	117
McCracken	61.6	.0270	32.8	10.8	15.9	17.6	29.0	23.8	359,398	70,395	23,604	60,500	20,424	50,288	18,651
McCreary	15.9	.0069	27.5	10.9	14.0	14.3	25.2	5.0	23,301	10,908	543	496	687	2,258	896
McLean	10.2	.0045	33.2	10.5	15.6	15.4	31.8	3.7	24,427	8,443	1,049	471	1,939	7,140	699
Madison	54.1	.0237	24.8	26.2	15.2	13.8	20.3	17.2	246,638	57,305	30,329	16,838	5,382	33,217	6,999
Magoffin	13.7	.0060	27.0	11.7	15.1	14.7	23.2	4.3	25,135	8,739	1,285	4,485	660	799	1,697
Marion	18.0	.0079	27.3	12.7	14.1	14.7	24.4	5.7	39,271	16,752	1,812	3,725	1,383	1,690	1,289
Marshall	26.1	.0114	33.2	9.9	16.9	17.0	30.0	9.7	128,207	26,494	8,202	9,029	961	41,106	3,416
Martin	14.3	.0062	25.3	11.8	14.4	14.6	21.4	4.3	33,221	13,804	979	437	2,414	6,211	880
Mason	17.8	.0078	33.2	10.4	14.4	17.4	30.1	6.4	93,464	32,244	3,854	8,114	2,872	16,540	5,258
Meade	23.2	.0102	26.5	16.8	26.3	13.8	13.7	7.3	35,391	13,793	2,886	292	333	4,570	695
Menifee	5.2	.0023	29.1	12.4	15.6	15.1	25.7	1.7	3,390	1,649	152	300	252	171	79
Mercer	19.3	.0084	32.5	10.6	16.1	17.2	28.7	6.9	60,722	16,093	3,750	1,354	3,275	11,922	3,975
Metcalfe	9.6	.0042	34.7	9.3	16.1	16.8	32.7	3.3	19,955	6,319	700	779	712	3,012	1,186
Monroe	12.4	.0054	32.8	10.8	15.9	15.5	30.9	4.5	32,368	14,391	846	766	798	4,380	1,593
Montgomery	20.4	.0090	29.4	12.0	16.2	16.2	24.7	7.1	93,504	30,836	3,858	6,776	4,052	13,479	3,037
Morgan	12.3	.0053	31.2	9.9	13.5	14.9	30.0	4.1	52,468	10,985	791	1,334	2,183	19,059	898

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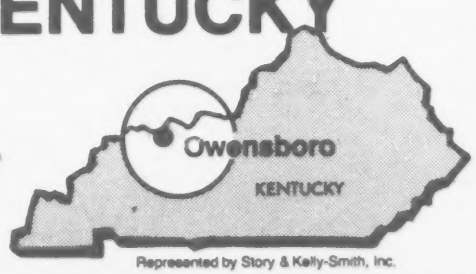
* CIRCULATION '80/'81



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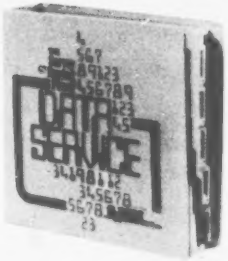

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KY. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Muhlenberg	32.7	.0144	32.6	10.0	14.9	15.6	30.9	11.3	147,200	50,148	4,147	8,821	4,425	37,476	3,176
Nelson	28.0	.0122	26.9	12.5	15.5	15.1	22.4	8.9	82,318	23,387	4,646	4,257	3,859	11,458	5,348
Nicholas	7.2	.0032	33.4	10.7	14.7	16.5	31.1	2.6	12,469	3,915	601	731	481	1,238	1,226
Ohio	22.0	.0096	33.1	10.0	14.7	14.9	32.3	7.7	61,493	24,160	2,883	1,920	1,702	11,587	3,388
Owen	9.1	.0039	34.9	10.0	15.0	16.5	33.4	3.3	20,924	7,428	257	453	199	7,766	620
Owsley	5.8	.0026	30.9	10.3	13.8	14.1	30.3	1.9	7,869	5,568	37	428	40	471	264
Pendleton	11.1	.0048	32.5	10.4	14.9	16.5	29.7	3.8	19,407	6,582	546	803	27	2,544	758
Perry	34.3	.0151	26.7	11.2	14.5	14.6	23.4	10.9	136,440	41,047	6,986	17,702	4,640	15,933	1,862
Pike	82.7	.0361	27.8	12.0	14.9	16.8	22.5	27.2	276,771	72,639	13,240	38,309	10,521	56,625	5,425
Powell	11.4	.0050	27.6	11.6	17.4	14.2	23.0	3.6	18,750	6,935	1,863	691	213	874	517
Pulaski	46.6	.0204	31.6	10.8	16.3	16.5	28.0	16.6	212,799	75,388	12,968	19,431	7,908	32,883	4,369
Robertson	2.3	.0010	38.2	9.0	14.7	16.0	38.1	.8	2,976	731	167	79		152	
Rockcastle	14.1	.0062	30.4	11.1	15.6	15.2	27.6	4.8	26,236	8,368	1,065	1,509	875	1,979	632
Rowan	19.3	.0085	24.7	26.8	15.8	12.7	20.2	6.1	77,497	21,169	4,606	9,224	881	12,301	3,268
Russell	13.9	.0060	33.2	10.3	14.8	16.2	31.1	5.1	49,468	17,120	666	1,980	793	7,903	2,539
Shelby	23.7	.0103	32.5	11.0	16.4	16.4	29.5	8.0	81,082	22,400	5,556	7,268	1,597	16,000	2,571
Simpson	14.8	.0065	31.8	11.1	16.5	15.5	29.1	5.3	59,857	15,848	2,390	2,747	3,120	10,023	1,077
Spencer	6.0	.0026	29.8	11.6	16.3	16.5	25.0	2.1	10,503	3,156	278	240	87	193	482
Taylor	21.5	.0094	31.2	13.0	17.5	17.3	26.0	7.8	70,441	20,889	4,703	3,757	2,713	9,406	2,932
Todd	12.0	.0053	33.3	10.5	14.0	15.1	32.6	4.2	24,235	9,828	1,851	764	1,318	3,133	1,028
Trigg	9.4	.0041	33.9	10.3	14.9	16.1	32.3	3.4	32,249	13,092	1,352	1,184	1,362	4,555	1,429
Trimble	6.3	.0028	30.5	13.1	17.2	16.1	26.1	2.2	4,354	809	119		144	55	352
Union	18.0	.0078	26.0	14.7	12.9	13.7	24.7	5.5	49,958	18,458	2,182	2,006	1,851	5,032	2,521
Warren	72.9	.0319	26.3	21.9	15.8	14.5	21.7	25.5	387,947	96,008	30,333	57,213	17,999	50,504	12,168
Washington	10.8	.0048	31.0	12.1	15.4	15.0	28.8	3.5	29,756	5,902	1,397	896	1,676	9,710	2,013
Wayne	17.3	.0075	31.2	10.8	14.7	15.7	28.6	6.0	39,019	14,270	2,496	2,331	1,531	5,201	2,088
Webster	15.0	.0065	36.0	8.6	13.4	15.6	35.4	5.5	37,742	17,017	760	2,555	351	3,585	893
Whitley	34.1	.0149	31.4	12.5	13.1	14.9	30.4	11.7	87,762	29,321	9,100	20,055	13,061	35,126	2,799
Wolfe	6.8	.0030	29.0	10.0	13.4	13.1	28.9	2.3	14,842	1,948	280	592	103	5,842	1,069
TOTAL METRO COUNTIES	**1,639.0**	**.7175**	**29.0**	**13.7**	**17.4**	**16.8**	**22.8**	**584.8**	**7,475,290**	**1,837,923**	**652,817**	**1,082,559**	**353,869**	**1,095,901**	**260,543**
TOTAL STATE	**3,698.4**	**1.6186**	**29.5**	**13.3**	**16.1**	**16.1**	**25.1**	**1,288.9**	**14,527,730**	**3,885,285**	**1,030,048**	**1,652,242**	**641,949**	**2,296,637**	**509,372**

KY.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**976,887**	**14,998**	**6.5**	**16.7**	**28.8**	**21.3**	**.0581**
Christian	389,026	13,238	7.6	17.6	26.4	17.4	.0244
• Hopkinsville	183,820	14,656	6.9	14.5	25.7	23.5	0133
Montgomery, Tenn.	*587,861*	*16,249*	*5.7*	*16.1*	*30.4*	*24.0*	*.0337*
• *Clarksville*	*418,144*	*16,910*	*5.7*	*15.0*	*30.0*	*26.3*	*.0262*
SUBURBAN TOTAL	374,923	13,811	7.0	19.3	29.2	15.8	.0186
HUNTINGTON - ASHLAND	**2,133,253**	**16,528**	**5.8**	**14.0**	**28.6**	**26.0**	**.1249**
Boyd	425,744	18,953	5.2	12.5	27.9	32.4	.0256
• Ashland	226,266	18,977	5.3	12.4	25.0	34.3	0167
Greenup	252,096	17,694	5.2	13.3	32.5	26.2	.0127
Lawrence, Ohio	*339,514*	*13,711*	*6.1*	*18.2*	*31.8*	*13.1*	*.0215*
Cabell, W. Va.	*831,965*	*17,406*	*5.8*	*12.9*	*26.2*	*30.6*	*.0497*
• *Huntington*	*518,613*	*16,261*	*6.2*	*13.3*	*24.1*	*29.4*	*0323*
Wayne, W. Va.	*283,934*	*15,622*	*6.4*	*13.7*	*27.7*	*24.0*	*.0154*
SUBURBAN TOTAL	1,388,374	16,355	5.7	14.5	30.6	23.7	.0759
LEXINGTON-FAYETTE	**2,472,598**	**18,165**	**5.5**	**14.0**	**28.4**	**31.0**	**.1484**
Bourbon	140,939	16,928	6.0	14.1	27.0	28.7	.0074
Clark	178,214	15,707	6.9	15.2	29.8	22.1	.0118
Fayette	1,734,487	19,260	5.1	13.4	28.1	34.4	.1066
• Lexington-Fayette	1,734,487	19,260	5.1	13.4	28.1	34.4	.1066
Jessamine	170,518	16,897	5.5	14.0	29.5	26.4	.0095
Scott	135,605	15,435	6.2	15.2	27.9	23.5	.0071
Woodford	112,835	15,524	5.8	18.8	30.5	21.4	.0060
SUBURBAN TOTAL	738,111	16,099	6.1	15.3	29.0	24.4	.0418
LOUISVILLE	**7,298,481**	**19,643**	**4.5**	**13.3**	**31.4**	**33.4**	**.4051**
Bullitt	228,752	16,074	5.2	20.7	37.9	17.0	.0119
Jefferson	5,893,354	20,581	4.3	12.1	30.0	36.7	.3247
• Louisville	2,412,346	16,843	5.8	14.8	27.9	27.7	1302
Oldham	149,136	15,039	7.4	17.8	32.3	17.9	.0089
Clark, Ind.	*599,097*	*17,889*	*4.9*	*16.6*	*37.0*	*24.2*	*.0367*
Floyd, Ind.	*428,142*	*17,382*	*4.9*	*15.6*	*33.9*	*25.2*	*.0229*
SUBURBAN TOTAL	4,886,135	21,035	3.8	12.4	33.2	36.8	.2749
OWENSBORO	**661,694**	**19,058**	**4.8**	**13.8**	**28.4**	**33.0**	**.0398**
Daviess	661,694	19,058	4.8	13.8	28.4	33.0	.0398
• Owensboro	448,790	19,203	4.5	13.5	27.8	33.8	.0305
SUBURBAN TOTAL	212,904	18,769	5.3	14.3	29.7	31.3	.0093

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

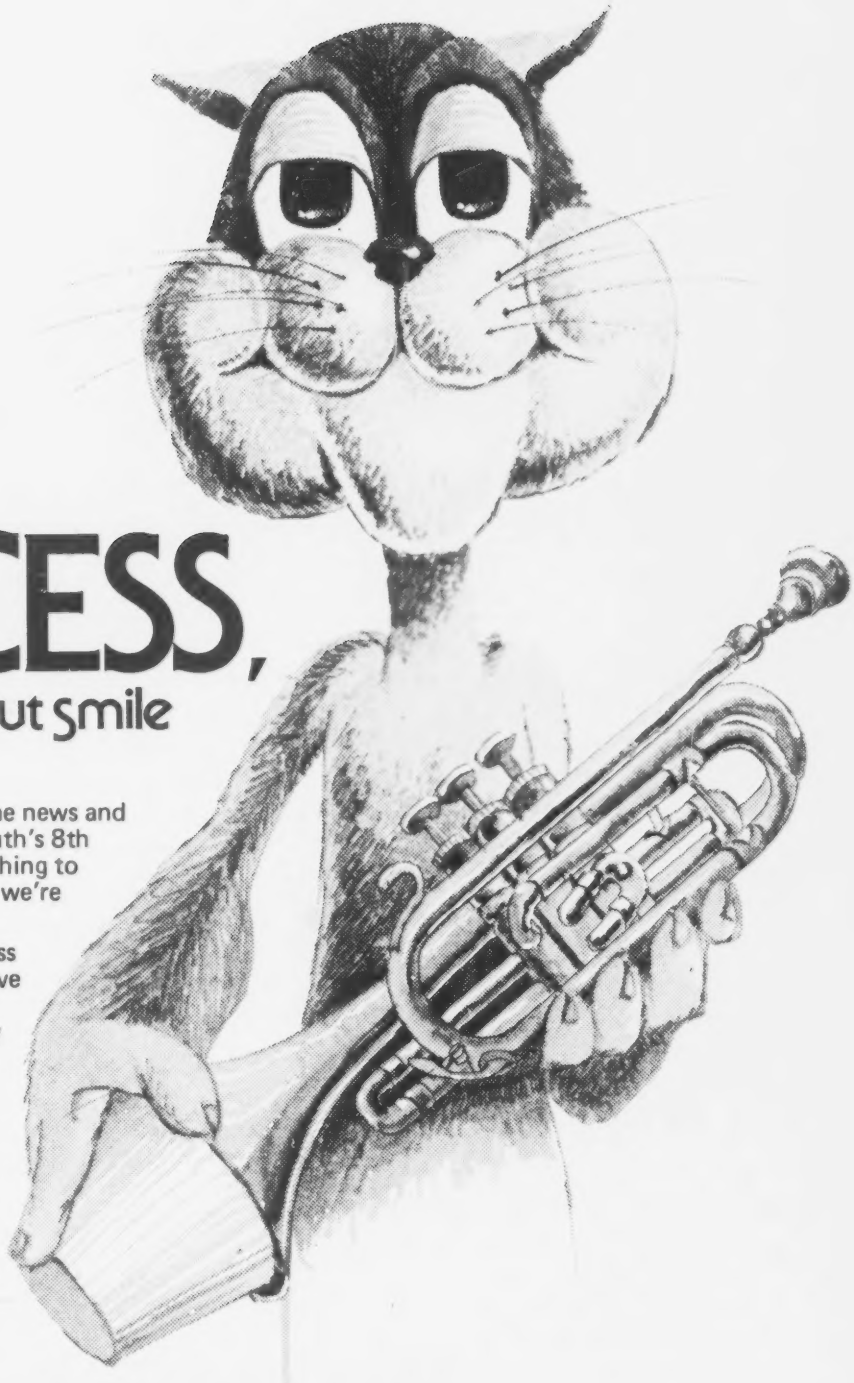
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	76,203	9,529	8.5	14.9	19.0	14.2	.0045
Allen	71,224	10,489	7.8	16.1	24.5	11.1	.0043
Anderson	74,019	15,324	5.3	19.3	32.8	18.1	.0043
Ballard	48,648	12,120	6.7	15.2	24.8	16.8	.0031
Barren	218,290	13,886	7.2	16.3	23.6	23.0	.0133
Bath	44,850	10,335	7.8	22.0	19.4	10.1	.0027
Bell	157,756	10,297	8.6	16.6	20.4	14.4	.0124
Boone	371,723	22,964	2.9	10.1	31.9	42.7	.0270
Boyle	168,121	15,318	7.1	16.4	26.2	24.8	.0099
Bracken	31,877	9,691	8.4	18.3	23.7	6.9	.0021
Breathitt	55,021	6,809	9.4	12.1	15.0	7.6	.0042
Breckinridge	96,022	14,030	6.5	15.4	28.7	18.1	.0056
Butler	42,732	8,806	7.7	17.7	21.7	6.2	.0032
Caldwell	80,048	12,967	6.3	16.5	26.6	17.5	.0054
Calloway	183,311	13,607	6.5	15.8	25.6	19.9	.0118
Campbell	564,512	18,065	5.2	14.3	33.7	26.7	.0308
Carlisle	26,311	10,577	6.9	18.7	26.7	6.8	.0018
Carroll	57,644	14,476	7.0	17.5	29.4	18.7	.0033
Carter	92,747	9,081	8.7	19.2	20.0	6.9	.0073
Casey	55,906	7,384	7.7	17.6	14.4	7.0	.0037
Clay	90,631	9,278	10.1	18.1	16.8	11.5	.0071
Clinton	34,240	7,759	11.0	16.3	16.0	5.4	.0024
Crittenden	48,453	11,062	7.6	17.3	21.9	14.9	.0030
Cumberland	34,545	9,000	8.7	15.9	17.4	12.4	.0022
Edmonson	41,250	10,399	9.1	18.1	25.0	8.7	.0023
Elliott	26,955	8,116	7.8	12.4	19.3	11.0	.0016
Estill	63,462	9,572	7.6	15.1	22.9	10.4	.0044
Fleming	57,983	9,430	9.4	16.1	21.5	9.9	.0040
Floyd	273,502	12,790	7.5	16.2	22.8	21.1	.0181
Franklin	362,184	20,561	5.0	13.7	26.7	37.6	.0190
Fulton	50,683	11,712	8.6	15.8	24.7	16.6	.0037
Gallatin	28,[illegible]	14,500	6.9	12.7	27.3	21.0	.0018
Garrard	51,029	1,117	9.4	20.7	24.3	9.5	.0030
Grant	70,728	16 925	5.3	13.8	33.7	16.1	.0045
Graves	197,429	13 691	7.3	15.8	27.0	15.8	.0122
Grayson	100,087	10 919	6.5	16.4	23.6	12.9	.0064

KY. (cont.) S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Green	66,088	13,356	6.7	15.3	25.9	19.4	.0036
Hancock	53,054	18,517	3.1	11.7	27.9	32.2	.0025
Hardin	625,135	14,612	6.9	22.9	30.8	17.5	.0350
Harlan	207,863	11,238	8.0	16.0	22.2	16.6	.0144
Harrison	83,144	12,851	6.7	19.4	26.3	15.2	.0050
Hart	72,239	10,421	8.7	16.1	24.3	11.2	.0048
☐ Henderson	313,693	18,597	5.2	13.3	26.7	32.9	.0183
Henry	77,123	14,127	6.4	18.5	26.6	20.3	.0042
Hickman	31,899	11,679	7.6	17.3	24.1	15.0	.0019
Hopkins	342,855	17,281	5.8	12.1	22.7	32.9	.0192
Jackson	36,361	6,459	8.8	16.2	13.4	3.9	.0027
Johnson	110,405	9,598	8.5	17.1	18.2	13.0	.0085
☐ Kenton	1,024,031	19,237	4.6	13.2	30.0	32.8	.0550
Covington	330,287	14,964	6.6	16.3	28.5	21.3	.0212
Knott	68,058	8,115	9.4	13.5	17.0	10.7	.0043
Knox	125,706	8,479	8.9	15.3	15.8	12.3	.0095
Larue	70,380	12,647	7.1	15.0	25.4	17.9	.0041
Laurel	199,477	11,272	7.7	16.0	22.0	16.5	.0136
Lawrence	61,905	8,625	7.1	12.6	19.1	13.6	.0043
Lee	27,160	7,164	9.1	18.4	13.1	4.7	.0022
Leslie	48,030	8,021	10.0	17.4	16.4	6.3	.0032
Letcher	130,083	9,666	8.0	16.8	20.4	11.4	.0084
Lewis	51,533	9,504	9.8	21.0	22.0	4.4	.0033
Lincoln	86,659	10,980	7.7	18.4	23.4	12.0	.0056
Livingston	47,625	12,008	7.1	16.9	25.5	13.7	.0027
Logan	137,629	12,734	6.2	15.5	25.3	17.5	.0082
Lyon	41,827	12,230	7.6	12.7	21.3	21.0	.0021
McCracken	466,016	17,071	5.5	13.1	27.4	28.2	.0295
McCreary	54,842	7,242	8.6	13.9	14.3	9.3	.0035
McLean	51,140	11,594	7.6	17.1	25.2	13.3	.0031
Madison	327,425	14,888	7.0	16.7	25.6	24.1	.0214
Magoffin	61,064	9,972	6.6	14.8	18.4	16.7	.0037
Marion	82,017	11,659	7.9	20.0	25.9	11.2	.0051
Marshall	148,738	14,223	6.6	16.0	30.8	16.4	.0103
Martin	74,457	11,525	7.0	13.8	18.1	23.1	.0044
Mason	102,749	13,293	8.5	16.4	27.7	17.2	.0072
Meade	110,552	13,937	8.2	20.9	33.4	12.3	.0063

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Menifee	17,570	8,843	11.7	22.3	19.5	1.5	.0010
Mercer	123,128	14,563	7.2	17.8	24.9	23.6	.0069
Metcalfe	41,285	9,118	9.9	17.2	16.3	12.2	.0027
Monroe	52,092	8,006	7.1	15.9	17.9	9.1	.0034
Montgomery	110,307	13,702	7.6	17.4	28.1	17.3	.0078
Morgan	42,372	7,342	8.1	14.6	15.7	8.0	.0038
Muhlenberg	219,963	16,384	5.7	12.0	21.5	31.7	.0136
Nelson	160,655	15,204	6.4	17.8	30.4	20.3	.0093
Nicholas	34,461	11,678	6.9	17.9	27.3	10.2	.0021
Ohio	134,984	14,058	6.3	12.9	22.1	25.8	.0075
Owen	38,754	9,785	8.7	18.2	22.9	7.9	.0026
Owsley	15,001	5,254	8.7	10.9	9.7	3.9	.0011
Pendleton	54,943	13,568	6.5	18.1	31.8	13.0	.0031
Perry	173,335	12,185	7.7	17.4	22.1	19.0	.0120
Pike	454,919	13,762	6.9	15.1	25.9	20.5	.0283
Powell	53,775	12,923	6.0	17.4	25.3	17.2	.0031
Pulaski	246,700	10,828	7.9	17.5	20.3	15.4	.0175
Robertson	10,427	10,853	9.5	15.6	26.5	11.5	.0006
Rockcastle	60,458	10,176	7.5	18.9	21.3	10.5	.0038
Rowan	100,165	11,217	8.3	17.2	24.0	13.6	.0069
Russell	45,606	6,856	8.3	17.7	15.9	3.6	.0040
Shelby	132,236	14,121	8.3	18.5	26.7	20.1	.0083
Simpson	95,379	15,144	6.3	14.3	26.9	23.6	.0058
Spencer	27,680	11,925	7.6	22.4	25.4	10.4	.0015
Taylor	123,419	13,451	7.1	18.3	28.7	15.5	.0076
Todd	67,269	12,549	8.4	16.2	24.0	18.6	.0035
Trigg	51,716	12,585	6.4	16.8	24.8	17.3	.0033
Trimble	32,368	12,928	6.5	17.3	29.8	12.3	.0016
Union	112,395	18,042	5.8	12.3	23.0	33.4	.0062
Warren	513,910	16,198	5.6	14.4	24.4	29.0	.0327
Washington	50,476	12,257	8.2	20.5	26.7	12.9	.0032
Wayne	68,960	7,712	8.3	15.4	17.3	7.7	.0046
Webster	90,637	13,595	6.9	13.6	23.8	22.6	.0050
Whitley	167,712	10,075	7.5	14.1	19.2	16.9	.0134
Wolfe	19,915	5,678	8.0	11.9	10.4	3.7	.0016
TOTAL METRO COUNTIES	**12,746,359**	**19,200**	**4.8**	**13.3**	**29.9**	**32.8**	**.7275**
TOTAL STATE	**23,884,868**	**15,354**	**6.2**	**14.9**	**26.4**	**24.6**	**1.4333**

LOUISIANA

LA. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**153.6**	**.0672**	**28.8**	**12.8**	**15.6**	**15.2**	**25.2**	**51.6**	**534,500**	**116,728**	**28,523**	**99,669**	**20,495**	**108,844**	**19,473**
Grant	16.9	.0074	32.4	10.1	14.2	14.0	32.3	5.9	23,716	10,942	667	1,086	738	8,260	251
Rapides	136.7	.0598	28.4	13.1	15.8	15.3	24.3	45.7	510,784	105,786	27,856	98,583	19,757	100,584	19,222
• Alexandria	52.4	.0229	29.8	12.2	13.6	14.9	28.0	18.5	425,462	72,339	23,109	88,608	18,164	90,720	15,524
SUBURBAN TOTAL	101.2	.0443	28.4	13.1	16.7	15.3	23.7	33.1	109,038	44,389	5,414	11,061	2,331	18,124	3,949
BATON ROUGE	**503.5**	**.2204**	**26.3**	**16.3**	**17.9**	**15.5**	**18.9**	**169.3**	**2,194,750**	**488,302**	**140,970**	**469,707**	**89,593**	**424,290**	**70,678**
Ascension	51.2	.0224	26.2	13.2	18.1	14.3	19.9	16.0	202,910	63,460	10,333	19,027	4,107	50,608	8,193
East Baton Rouge	372.6	.1631	26.1	17.3	17.9	15.7	18.4	128.3	1,839,126	372,569	123,349	443,623	82,389	339,866	56,797
• Baton Rouge	223.8	.0979	27.1	19.3	15.4	15.5	22.4	81.8	1,456,450	191,445	106,340	399,150	70,189	287,586	37,770
Livingston	60.4	.0264	27.2	13.1	18.4	15.3	20.5	19.1	118,691	34,054	5,498	5,635	2,661	32,827	4,413
West Baton Rouge	19.3	.0085	25.9	14.1	16.8	14.3	20.4	5.9	34,023	18,219	1,790	1,422	436	989	1,275
SUBURBAN TOTAL	279.7	.1225	25.7	13.8	19.9	15.5	16.1	87.5	738,300	296,857	34,630	70,557	19,404	136,704	32,908
LAFAYETTE	**153.1**	**.0670**	**25.5**	**16.4**	**17.2**	**16.0**	**17.7**	**52.3**	**818,855**	**154,595**	**58,091**	**126,612**	**46,930**	**170,923**	**20,585**
Lafayette	153.1	.0670	25.5	16.4	17.2	16.0	17.7	52.3	818,855	154,595	58,091	126,612	46,930	170,923	20,585
• Lafayette	82.8	.0362	24.9	19.5	15.7	16.2	17.9	29.7	712,307	131,121	54,756	113,554	39,645	169,641	18,206
SUBURBAN TOTAL	70.3	.0308	26.1	12.8	18.9	15.7	17.4	22.6	106,548	23,474	3,335	13,058	7,285	1,282	2,379
LAKE CHARLES	**168.9**	**.0740**	**27.7**	**13.4**	**16.7**	**16.9**	**20.9**	**57.7**	**742,835**	**200,748**	**53,011**	**91,437**	**34,095**	**158,282**	**23,770**
Calcasieu	168.9	.0740	27.7	13.4	16.7	16.9	20.9	57.7	742,835	200,748	53,011	91,437	34,095	158,282	23,770
• Lake Charles	74.8	.0327	27.4	14.7	16.0	16.4	21.5	26.3	546,679	113,965	43,142	79,530	29,120	133,091	17,740
SUBURBAN TOTAL	94.1	.0413	27.9	12.4	17.1	17.3	20.5	31.4	196,156	86,783	9,869	11,907	4,975	25,191	6,030
MONROE	**140.9**	**.0617**	**27.3**	**15.0**	**15.9**	**15.2**	**22.5**	**48.4**	**609,855**	**123,283**	**38,033**	**105,169**	**27,372**	**141,422**	**16,029**
Ouachita	140.9	.0617	27.3	15.0	15.9	15.2	22.5	48.4	609,855	123,283	38,033	105,169	27,372	141,422	16,029
• Monroe	57.5	.0252	26.4	18.4	13.9	14.0	24.0	20.1	427,876	54,834	25,256	91,968	21,502	128,828	8,773
SUBURBAN TOTAL	83.4	.0365	27.8	12.6	17.3	15.9	21.6	28.3	181,979	68,449	12,777	13,201	5,870	12,594	7,256
NEW ORLEANS	**1,199.0**	**.5247**	**28.5**	**13.5**	**17.6**	**16.5**	**22.0**	**427.9**	**4,969,126**	**1,242,441**	**473,103**	**687,589**	**244,934**	**872,587**	**168,857**
Jefferson	463.7	.2029	27.4	12.9	20.2	17.7	17.0	161.3	2,327,614	599,086	165,572	380,321	133,295	444,935	71,766
Orleans	555.7	.2432	29.9	14.5	15.1	15.1	27.1	208.2	2,109,234	466,989	264,480	247,180	99,344	348,849	78,302
• New Orleans	555.7	.2432	29.9	14.5	15.1	15.1	27.1	208.2	2,109,234	466,989	264,480	247,180	99,344	348,849	78,302



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LA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
St. Bernard	65.1	.0285	27.0	13.8	18.0	19.6	16.0	21.2	181,617	90,916	14,154	24,233	5,170	8,550	8,402
St. Tammany	114.5	.0501	28.2	10.8	17.5	16.9	21.1	37.2	350,661	95,450	28,897	35,855	7,125	70,253	10,387
SUBURBAN TOTAL	643.3	.2815	27.5	12.6	19.5	17.8	17.6	219.7	2,859,892	775,452	208,623	440,409	145,590	523,738	90,555
SHREVEPORT	**379.6**	**.1661**	**29.1**	**12.7**	**16.1**	**16.0**	**24.5**	**135.6**	**1,562,664**	**306,368**	**112,978**	**256,130**	**70,734**	**368,731**	**36,758**
Bossier	81.7	.0358	26.4	14.7	19.0	16.2	17.5	27.4	225,266	52,760	21,842	30,376	7,704	50,697	6,761
Bossier City	50.5	.0221	25.6	15.5	19.7	17.9	13.5	17.0	209,659	48,905	20,246	29,357	7,381	46,234	6,249
Caddo	254.0	.1111	29.7	12.2	15.4	16.0	25.8	92.3	1,190,278	210,164	86,182	211,305	57,329	284,947	25,226
⁹ Shreveport	207.6	.0909	30.0	12.3	16.0	16.0	26.0	76.9	1,081,036	190,431	81,059	178,161	54,236	274,276	23,487
Webster	43.9	.0192	32.0	11.5	14.9	15.4	30.1	15.9	147,120	43,444	4,954	14,449	5,701	33,087	4,771
SUBURBAN TOTAL	172.0	.0752	28.1	13.1	16.3	16.0	22.7	58.7	481,628	115,937	31,919	77,969	16,498	94,455	13,271
OTHER COUNTIES															
Acadia	56.8	.0248	28.9	11.8	15.1	15.1	25.7	18.4	154,931	41,739	8,388	14,381	4,389	30,061	8,620
Allen	21.4	.0094	29.7	11.0	15.6	15.0	26.7	7.4	61,230	15,534	3,120	5,299	2,009	17,410	2,315
Assumption	22.3	.0098	26.4	13.4	16.2	13.2	22.9	6.6	35,591	9,730	2,037	6,332	1,939	9,222	1,369
Avoyelles	41.7	.0182	31.0	10.6	13.4	14.7	30.0	13.8	106,247	33,852	3,485	10,344	2,683	29,989	6,461
Beauregard	30.2	.0132	28.9	13.2	16.3	15.2	24.8	9.8	110,415	27,258	3,180	7,066	4,029	31,977	1,995
Bienville	16.4	.0072	33.3	11.4	13.0	13.2	34.6	5.9	28,264	9,392	466	1,380	205	6,074	1,284
Caldwell	10.9	.0047	33.0	10.8	12.8	14.2	33.2	4.0	26,395	8,894	691	2,322	129	6,482	1,562
Cameron	9.4	.0041	29.2	11.9	17.0	16.9	23.2	3.1	19,716	6,651	2,334	1,460	106		227
Catahoula	12.3	.0054	29.5	10.5	15.0	14.0	27.7	4.2	30,521	6,735	1,129	1,874	1,867	7,558	2,012
Claiborne	17.1	.0075	36.6	10.0	11.9	14.0	37.5	6.2	44,681	11,491	1,758	2,540	1,915	15,090	1,596
Concordia	23.0	.0101	28.1	11.9	15.7	16.1	23.0	7.7	58,411	12,121	3,028	5,950	3,464	16,004	2,134
De Soto	25.9	.0113	32.1	10.9	12.4	13.2	33.2	9.1	55,150	18,959	2,043	4,340	1,735	12,204	1,565
East Carroll	11.6	.0050	27.1	11.1	12.0	13.0	27.5	3.6	28,620	7,046	819	1,905	158	5,619	1,519
East Feliciana	19.2	.0084	29.6	11.2	14.4	13.8	28.3	5.2	26,966	7,698	1,594	449	149	9,579	1,002
Evangeline	33.4	.0147	30.1	11.3	14.4	14.9	28.0	11.4	88,477	25,850	1,910	7,131	5,353	26,190	6,271
Franklin	24.1	.0105	30.3	10.6	12.7	14.2	29.8	8.2	64,389	19,230	1,004	6,687	1,698	15,779	3,813
Iberia	64.4	.0282	27.2	11.7	16.2	15.4	21.9	20.3	266,297	61,620	16,642	24,387	12,015	70,612	11,321
Iberville	32.2	.0141	27.5	12.9	15.2	14.5	24.1	9.8	88,004	26,072	7,590	7,259	2,708	17,698	4,401

Take a closer look. Couldn't you increase sales in our market?

Between 1970 & 1980 moved from 83rd to 63rd on list of America's largest cities.

SMSA pop. 493,955*

4th largest port in America**

BATON ROUGE

College student population of 37,000

2nd largest oil refinery in nation***

Highest effective buying income per household in Louisiana, $22,293*

MORNING ADVOCATE
STATE TIMES

Increase sales in the youngest, most affluent major market in Louisiana with the fastest growing newspapers in Louisiana, the State-Times & Morning Advocate. For the full story on using our newspapers to sell in the Baton Rouge market, call Mike Nola (504) 388-0272. Or talk to our national representative, Branham; there's an office in most major cities.

*S&MM Survey of Buying Power **U.S. Army Corp of Engineers ***Mid-Continent Oil & Gas Association

LA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jackson	17.4	.0076	32.9	11.4	14.5	14.1	32.8	6.2	42,092	12,338	1,526	5,803	2,472	9,523	1,548
Jefferson Davis	32.4	.0142	28.9	11.2	15.0	15.5	25.3	10.6	115,158	28,067	5,294	8,805	2,525	32,465	5,970
Lafourche	83.6	.0366	26.1	15.7	17.6	15.9	18.5	26.1	301,203	79,454	30,094	29,466	14,811	59,083	13,221
La Salle	17.3	.0076	32.8	10.7	13.7	15.5	31.4	6.2	47,339	17,149	1,747	2,978	1,470	11,447	2,412
Lincoln	40.2	.0176	24.0	30.5	12.4	11.2	22.2	12.6	130,283	26,720	11,016	11,464	4,224	29,494	4,532
Madison	14.7	.0064	28.0	10.6	12.1	12.4	29.2	4.8	31,727	10,430	1,246	1,971	991	8,394	1,254
Morehouse	35.0	.0154	29.4	10.8	13.0	15.0	27.8	11.8	104,283	26,346	2,874	13,444	2,123	35,575	3,889
Natchitoches	40.3	.0176	27.5	17.8	12.7	12.7	27.7	13.6	98,092	23,107	11,334	7,262	4,120	16,092	2,476
Plaquemines	26.1	.0114	25.7	14.2	19.1	16.5	15.8	7.9	89,236	38,415	14,880	2,996	2,733	3,951	2,278
Pointe Coupee	24.2	.0106	28.1	12.1	13.7	14.2	26.3	7.9	61,936	20,454	2,573	4,541	2,749	18,544	2,635
Red River	10.5	.0046	31.2	11.3	12.0	13.3	32.2	3.6	30,411	8,390	1,472	2,711	815	7,281	1,545
Richland	22.2	.0097	29.3	11.2	12.3	13.1	29.9	7.3	79,926	25,254	2,088	5,492	4,162	15,659	3,669
Sabine	25.8	.0113	32.0	11.1	13.9	13.3	32.6	9.2	65,704	16,828	1,868	10,687	1,287	20,698	1,800
St. Charles	37.9	.0166	25.9	12.8	17.9	16.9	16.7	11.9	83,011	33,051	5,152	7,464	1,848	11,936	2,408
St. Helena	9.8	.0043	27.6	13.0	13.2	14.0	26.2	3.1	5,851	2,802	178	683	40	527	434
St. James	21.7	.0095	25.3	14.3	15.2	13.7	21.5	6.2	51,795	15,548	1,974	3,146	4,970	7,976	1,683
St. John the Baptist	32.6	.0142	26.0	13.0	18.0	14.4	19.4	9.7	69,946	27,266	6,196	11,648	2,665	4,671	3,037
St. Landry	84.4	.0370	27.6	11.9	14.8	15.1	23.9	27.3	264,593	66,520	11,569	19,046	10,257	59,332	15,185
St. Martin	40.9	.0179	26.3	13.2	16.2	14.5	21.4	12.5	75,399	27,840	7,246	3,668	1,647	19,378	3,899
St. Mary	64.7	.0283	26.2	13.3	18.8	15.2	18.2	20.5	251,411	71,637	23,809	12,245	10,812	45,348	12,816
Tangipahoa	81.9	.0358	25.8	15.7	14.1	13.4	23.6	26.6	330,572	82,815	19,903	38,477	5,502	74,855	11,252
Tensas	8.4	.0037	30.2	10.1	11.1	12.4	32.3	2.9	14,643	3,169	132	1,669	60	5,802	216
Terrebonne	96.0	.0420	24.8	14.1	18.1	15.2	16.3	30.3	472,170	106,624	38,898	90,216	24,339	110,238	13,077
Union	21.3	.0093	32.7	11.3	13.2	14.5	32.5	7.4	42,703	12,904	830	1,219	341	13,006	2,379
Vermilion	49.0	.0215	30.4	11.1	14.7	15.9	27.3	16.5	152,310	42,580	8,092	7,912	3,800	34,448	7,125
Vernon	55.1	.0241	23.4	33.4	13.4	11.7	17.1	16.1	96,125	38,076	6,130	7,087	2,574	14,437	1,467
Washington	44.4	.0194	29.9	11.3	14.1	15.8	27.0	15.6	136,669	50,043	4,372	8,684	6,473	25,539	7,327
West Carroll	12.9	.0056	31.1	10.1	13.6	14.2	30.6	4.5	34,250	8,319	389	4,186	83	12,110	1,227
West Feliciana	12.3	.0054	28.7	20.8	33.2	17.0	12.1	2.4	21,396	6,969	1,244	3,527	455	2,901	926
Winn	17.3	.0076	32.4	11.0	13.9	14.3	32.0	6.1	44,382	14,816	1,829	3,217	480	12,041	1,131
TOTAL METRO COUNTIES	**2,698.6**	**1.1811**	**27.9**	**14.1**	**17.2**	**16.1**	**21.6**	**942.8**	**11,432,585**	**2,632,465**	**904,709**	**1,836,313**	**534,153**	**2,245,079**	**356,150**
TOTAL STATE	**4,251.2**	**1.8605**	**27.8**	**14.0**	**16.5**	**15.5**	**22.6**	**1,444.9**	**16,071,506**	**3,926,268**	**1,191,882**	**2,279,133**	**701,532**	**3,295,378**	**548,435**

LA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ALEXANDRIA	**945,492**	**14,988**	**6.4**	**15.3**	**25.7**	**24.3**	**.0563**
Grant	81,865	11,136	6.8	16.5	21.9	15.3	.0045
Rapides	863,627	15,545	6.4	15.2	26.2	25.4	.0518
• Alexandria	343,480	13,805	7.3	15.9	22.3	24.3	.0273
SUBURBAN TOTAL	602,012	15,565	5.9	15.1	27.6	24.2	.0290
BATON ROUGE	**4,098,162**	**21,345**	**4.3**	**10.9**	**23.5**	**41.3**	**.2253**
Ascension	319,068	18,671	4.5	10.3	24.5	33.9	.0196
East Baton Rouge	3,318,239	22,841	4.1	10.6	22.5	44.9	.1812
• Baton Rouge	2,089,807	21,276	4.5	11.9	21.8	41.9	.1224
Livingston	350,673	16,773	5.3	13.5	28.1	26.9	.0187
West Baton Rouge	110,182	16,231	6.4	11.4	24.2	29.0	.0058
SUBURBAN TOTAL	2,008,355	21,398	4.2	10.1	24.8	40.7	.1029
LAFAYETTE	**1,271,076**	**19,861**	**5.1**	**12.0**	**23.7**	**37.9**	**.0738**
Lafayette	1,271,076	19,861	5.1	12.0	23.7	37.9	.0738
• Lafayette	726,232	19,354	5.2	12.4	22.8	37.4	.0494
SUBURBAN TOTAL	544,844	20,451	4.9	11.5	24.5	38.6	.0244

S&MM ESTIMATES

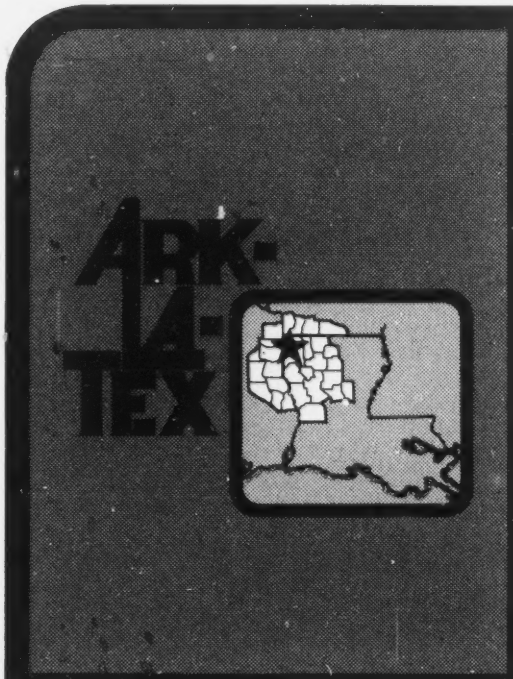
EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LAKE CHARLES	**1,246,405**	**19,524**	**4.6**	**12.0**	**26.9**	**34.9**	**.0722**
Calcasieu	1,246,405	19,524	4.6	12.0	26.9	34.9	.0722
• Lake Charles	568,183	18,464	4.9	12.9	25.5	33.6	.0392
SUBURBAN TOTAL	678,222	20,271	4.3	11.3	28.0	36.1	.0330
MONROE	**959,314**	**16,190**	**6.0**	**14.2**	**24.7**	**28.6**	**.0576**
Ouachita	959,314	16,190	6.0	14.2	24.7	28.6	.0576
• Monroe	398,004	14,412	6.8	15.4	20.9	27.4	.0293
SUBURBAN TOTAL	561,310	17,419	5.5	13.3	27.2	29.6	.0283
NEW ORLEANS	**9,903,287**	**19,907**	**4.6**	**12.0**	**25.8**	**36.9**	**.5324**
Jefferson	4,286,976	24,468	3.1	9.4	27.1	48.4	.2311
Orleans	4,468,484	16,406	5.7	13.6	23.1	30.6	.2374
• New Orleans	4,468,484	16,406	5.7	13.6	23.1	30.6	.2374
St. Bernard	476,745	21,482	3.5	10.3	36.4	36.8	.0245
St. Tammany	671,082	15,304	5.8	15.0	28.3	22.5	.0394
SUBURBAN TOTAL	5,434,803	22,616	3.6	10.4	28.3	42.9	.2950

Is a college dorm a 'household'?

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

LA. (cont.) S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980							S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
SHREVEPORT	2,759,066	17,270	5.4	13.4	25.2	30.8	.1579	La Salle	89,885	11,783	7.5	17.3	25.3	13.7	.0056
Bossier	548,998	18,503	4.9	13.7	29.5	31.3	.0293	Lincoln	259,258	14,877	6.2	13.7	21.8	27.8	.0146
Bossier City	367,797	20,328	4.3	13.5	31.9	35.6	.0211	Madison	50,431	6,261	7.6	11.6	13.1	9.0	.0036
Caddo	1,979,193	17,866	5.4	12.8	23.3	33.5	.1138	Morehouse	183,727	11,827	7.0	12.8	21.9	20.5	.0113
• Shreveport	1,707,530	18,650	5.2	12.6	23.6	35.3	.0988	Natchitoches	206,897	10,103	7.6	14.7	17.1	18.5	.0123
Webster	230,875	12,992	6.2	16.0	29.1	14.4	.0148	Plaquemines	178,505	20,436	4.2	12.9	30.4	36.0	.0100
SUBURBAN TOTAL	1,051,536	15,819	5.6	14.4	27.5	25.0	.0591	Pointe Coupee	131,048	12,243	6.3	14.7	20.2	22.3	.0076
OTHER COUNTIES								Red River	38,920	7,459	6.2	14.5	18.2	8.8	.0028
Acadia	277,440	11,683	8.3	17.1	23.3	15.8	.0174	Richland	109,579	10,888	7.0	12.5	20.7	19.3	.0074
Allen	86,300	9,213	7.4	17.2	22.6	7.5	.0061	Sabine	100,495	8,483	7.2	18.6	19.2	6.7	.0072
Assumption	110,614	14,227	7.1	14.9	27.0	20.6	.0061	St. Charles	265,968	21,433	4.1	11.7	27.0	38.6	.0132
Avoyelles	170,049	8,983	8.1	15.8	19.1	11.2	.0116	St. Helena	42,526	10,014	8.8	16.5	17.7	15.9	.0023
Beauregard	189,874	16,419	5.1	13.6	25.9	28.6	.0113	St. James	131,773	20,519	4.4	9.7	25.2	36.4	.0071
Bienville	77,494	10,183	7.4	15.5	21.6	13.5	.0045	St. John the Baptist	208,703	20,857	5.1	10.0	23.6	37.9	.0107
Caldwell	54,201	10,111	8.6	15.9	22.2	12.4	.0032	St. Landry	436,772	12,016	6.2	13.5	21.1	20.9	.0277
Cameron	58,482	17,817	5.2	15.6	32.7	26.0	.0030	St. Martin	180,362	11,614	7.1	16.2	23.5	15.7	.0108
Catahoula	51,721	9,439	7.9	17.7	20.1	10.0	.0034	St. Mary	463,778	20,524	4.7	11.2	24.8	38.9	.0263
Claiborne	90,645	10,312	6.5	12.7	21.0	17.1	.0054	Tangipahoa	376,789	10,169	8.1	15.0	20.7	14.9	.0278
Concordia	138,619	14,136	5.9	13.0	21.6	26.2	.0077	Tensas	34,203	6,866	7.8	10.7	14.1	12.2	.0022
De Soto	140,446	10,871	7.2	13.7	19.7	18.9	.0079	Terrebonne	681,641	20,911	4.1	11.1	30.1	36.4	.0418
East Carroll	43,735	7,391	7.9	13.7	14.1	11.0	.0031	Union	120,434	13,418	7.0	13.0	24.6	21.4	.0065
East Feliciana	88,141	12,967	6.9	14.9	21.7	22.9	.0049	Vermilion	329,480	15,998	6.0	13.8	23.4	29.5	.0181
Evangeline	158,027	9,480	7.2	13.4	19.9	15.0	.0101	Vernon	386,752	10,289	10.7	26.1	19.9	5.6	.0186
Franklin	89,601	7,534	7.1	15.3	17.1	8.5	.0065	Washington	238,373	12,214	6.4	14.4	24.0	18.1	.0146
Iberia	412,313	17,705	5.4	12.6	24.9	31.8	.0254	West Carroll	62,927	10,163	6.4	14.3	20.6	15.6	.0039
Iberville	172,296	13,746	6.1	12.7	21.6	25.3	.0102	West Feliciana	48,294	14,254	5.3	12.4	19.4	28.8	.0031
Jackson	108,788	14,635	6.0	12.9	24.2	24.8	.0058	Winn	91,963	10,976	6.8	16.6	23.8	13.0	.0054
Jefferson Davis	185,895	14,204	6.9	14.0	23.5	24.5	.0115	**TOTAL METRO COUNTIES**	21,182,802	19,242	4.9	12.3	25.1	35.6	1.1755
Lafourche	557,427	19,223	4.7	13.5	31.8	31.5	.0321	**TOTAL STATE**	29,894,393	17,167	5.4	13.0	24.4	31.1	1.6952



SHREVEPORT

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in the **SHREVEPORT MARKET** . . . you really get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **41%** of the households in this 23-county area in North Louisiana. East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **949,700** people in **335,800** households with effective buying income of **6.2 billion** and producing retail sales of **3.5 billion.** Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co.
Agent For
The Shreveport Times Journal

Circulation: **M & E 120,001** **MORNING 86,508**
SUNDAY 125,326 **EVENING 34,182**

(ABC AUDIT REPORT ENDING DEC. 28, 1980)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1981

MAINE

MAINE — POPULATION—12/31/80 — RETAIL SALES BY STORE GROUP 1980

S&MM ESTIMATES

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	**137.9**	**.0604**	**28.4**	**16.7**	**16.5**	**15.7**	**23.3**	**46.8**	**606,247**	**141,367**	**39,436**	**74,090**	**33,020**	**113,870**	**16,703**
Penobscot	137.9	.0604	28.4	16.7	16.5	15.7	23.3	46.8	606,247	141,367	39,436	74,090	33,020	113,870	16,703
• Bangor	31.5	.0138	29.4	17.3	16.4	14.4	26.4	11.3	308,732	48,977	22,008	61,544	23,150	63,807	8,287
SUBURBAN TOTAL	106.4	.0466	28.1	16.6	16.6	16.1	22.4	35.5	297,515	92,390	17,428	12,546	9,864	50,063	10,466
LEWISTON - AUBURN	**100.2**	**.0438**	**31.0**	**12.7**	**16.0**	**15.9**	**27.7**	**35.8**	**408,300**	**91,912**	**32,817**	**54,088**	**11,592**	**78,729**	**8,281**
Androscoggin	100.2	.0438	31.0	12.7	16.0	15.9	27.7	35.8	408,300	91,912	32,817	54,088	11,592	78,729	8,281
• Auburn	22.9	.0100	32.4	11.0	14.6	16.9	29.2	8.3	152,073	31,141	10,854	20,485	3,369	54,585	1,941
• Lewiston	40.3	.0176	31.6	14.1	15.8	15.3	29.3	15.1	205,292	42,859	18,852	31,848	6,947	20,208	4,864
SUBURBAN TOTAL	37.0	.0162	29.6	12.3	17.1	16.0	24.8	12.4	50,935	17,912	3,111	1,755	1,276	3,636	1,476
PORTLAND	**246.5**	**.1079**	**30.9**	**12.7**	**16.7**	**16.0**	**27.2**	**90.5**	**1,256,831**	**277,352**	**88,635**	**156,635**	**40,418**	**176,751**	**35,490**
Cumberland	217.3	.0951	30.9	13.0	16.5	16.1	27.2	80.2	1,194,533	256,951	85,361	154,810	39,100	160,248	33,738
• Portland	61.2	.0268	32.8	13.3	14.7	15.1	31.6	25.5	361,848	82,869	35,599	26,469	12,342	57,571	8,749
Sagadahoc	29.2	.0128	30.7	10.9	17.8	15.2	27.1	10.3	62,298	20,401	3,274	1,825	1,318	16,503	1,752
SUBURBAN TOTAL	185.3	.0811	30.4	12.5	17.4	16.3	25.6	65.0	894,983	194,483	53,036	130,166	28,076	119,180	26,741
OTHER COUNTIES															
Aroostook	91.1	.0399	27.4	13.6	16.7	15.7	21.7	29.7	325,360	76,848	18,666	40,891	15,714	56,624	12,948
Franklin	27.4	.0120	29.8	13.8	16.5	15.8	25.7	9.7	86,581	20,559	7,491	8,170	1,599	17,184	2,516
Hancock	42.3	.0185	33.2	10.8	15.4	15.7	31.6	15.8	180,395	48,474	18,302	18,865	5,770	25,307	5,329
Kennebec	111.0	.0486	30.8	12.1	16.2	16.4	26.8	39.5	483,347	111,969	34,155	64,310	19,679	87,074	13,292
Knox	33.2	.0145	34.3	10.0	14.8	16.3	32.6	12.4	135,052	34,381	10,055	10,448	2,794	19,070	4,690
Lincoln	26.1	.0114	34.5	8.6	15.1	15.9	33.3	9.7	91,254	23,677	9,956	1,219	3,803	10,696	1,778
Oxford	49.3	.0216	32.4	9.8	15.1	16.8	29.3	17.8	143,319	40,516	12,177	12,246	2,893	24,078	8,291
Piscataquis	17.7	.0077	33.3	10.2	14.7	16.1	31.3	6.4	53,343	20,218	2,821	3,263	2,038	7,993	2,309
Somerset	45.3	.0198	31.2	10.2	16.4	16.3	27.5	15.6	125,410	39,636	6,676	2,678	4,314	18,919	6,730
Waldo	28.8	.0126	30.3	11.4	15.6	15.9	26.7	10.1	66,533	20,443	5,922	2,727	1,678	10,563	3,524
Washington	35.3	.0155	33.4	10.1	13.8	16.3	31.5	12.5	113,717	37,648	6,950	10,809	2,891	10,340	3,690
☐ York	142.2	.0622	31.1	12.0	16.2	16.0	27.7	51.1	502,399	116,060	55,397	31,273	15,082	82,940	19,429
TOTAL METRO COUNTIES	**626.8**	**.2743**	**30.4**	**13.4**	**16.5**	**15.9**	**26.5**	**224.2**	**2,773,777**	**626,691**	**216,285**	**316,086**	**100,112**	**452,290**	**81,903**
TOTAL STATE	**1,134.3**	**.4964**	**30.7**	**12.5**	**16.2**	**16.0**	**27.1**	**403.4**	**4,578,088**	**1,101,060**	**349,456**	**491,712**	**163,285**	**740,138**	**147,000**

MAINE — EFFECTIVE BUYING INCOME 1980

S&MM ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BANGOR	**887,219**	**16,768**	**5.9**	**17.2**	**33.0**	**23.4**	**.0554**
Penobscot	887,219	16,768	5.9	17.2	33.0	23.4	.0554
• Bangor	212,867	15,849	6.8	17.3	29.9	22.8	.0182
SUBURBAN TOTAL	674,352	17,011	5.7	17.1	34.1	23.5	.0372
LEWISTON - AUBURN	**601,770**	**15,030**	**7.2**	**19.0**	**34.3**	**15.8**	**.0381**
Androscoggin	601,770	15,030	7.2	19.0	34.3	15.8	.0381
• Auburn	151,177	15,737	7.3	17.9	33.8	19.0	.0109
• Lewiston	240,893	13,993	7.8	19.6	32.3	13.8	.0166
SUBURBAN TOTAL	209,700	15,744	6.4	19.1	37.0	16.3	.0106
PORTLAND	**1,856,564**	**18,290**	**5.1**	**14.9**	**32.7**	**28.6**	**.1119**
Cumberland	1,662,864	18,422	5.2	14.9	32.5	29.0	.1021
• Portland	515,438	17,258	6.2	15.1	27.0	29.5	.0308
Sagadahoc	193,700	17,374	4.4	15.3	33.8	25.3	.0098
SUBURBAN TOTAL	1,341,126	18,596	4.7	14.8	34.9	28.2	.0811

MAINE — EFFECTIVE BUYING INCOME 1980

S&MM ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Aroostook	507,779	14,707	7.2	21.6	32.2	16.5	.0319
Franklin	192,486	18,134	6.4	15.7	33.7	26.5	.0104
Hancock	275,654	15,024	7.1	18.5	31.1	19.0	.0169
Kennebec	820,671	18,307	4.9	15.7	32.0	29.2	.0473
Knox	217,785	14,977	6.6	18.3	31.6	18.3	.0131
Lincoln	156,334	13,978	6.9	19.3	30.8	15.8	.0095
Oxford	304,003	16,014	6.3	18.0	35.9	17.8	.0171
Piscataquis	105,852	14,589	8.2	21.9	32.3	16.0	.0061
Somerset	264,659	14,806	6.8	20.5	32.2	17.1	.0151
Waldo	174,677	14,717	7.7	20.1	31.3	17.6	.0094
Washington	192,492	12,681	8.0	18.6	26.5	15.3	.0119
☐ York	918,995	16,181	5.7	17.4	34.5	20.1	.0534
TOTAL METRO COUNTIES	**4,264,548**	**16,901**	**5.8**	**16.6**	**33.4**	**23.5**	**.2588**
TOTAL STATE	**7,476,940**	**16,336**	**6.1**	**17.5**	**32.9**	**22.0**	**.4475**

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- Growing faster than the Boston Globe, Providence Journal/Bulletin and Portland Press Herald/Express over a five year period.

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MARYLAND

MD. ESTIMATES — POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BALTIMORE	**2,180.6**	**.9543**	**31.2**	**13.1**	**16.7**	**18.0**	**25.6**	**768.0**
Anne Arundel	376.8	.1649	29.1	13.4	18.7	18.8	20.1	124.6
Baltimore	657.7	.2878	32.2	12.6	16.7	19.7	25.6	241.9
Baltimore city	776.1	.3397	32.4	13.7	14.9	15.8	30.4	279.9
• Baltimore	776.1	3397	32.4	13.7	14.9	15.8	30.4	279.9
Carroll	98.6	.0431	31.7	12.1	16.9	17.2	27.2	31.6
Harford	148.3	.0649	28.3	13.9	18.9	18.7	18.7	47.8
Howard	123.1	.0539	29.4	10.6	18.3	20.7	19.1	42.2
SUBURBAN TOTAL	1,404.5	.6146	30.6	12.7	17.8	19.2	22.9	488.1
CUMBERLAND	**107.7**	**.0471**	**33.9**	**12.5**	**14.8**	**16.4**	**32.0**	**39.3**
Allegany	80.1	.0351	35.4	12.7	13.8	16.7	33.7	29.7
• Cumberland	25.6	0112	38.1	9.2	9.6	17.0	36.5	10.5
Mineral, W. Va.	27.6	.0120	30.7	12.2	17.4	15.5	27.0	9.6
SUBURBAN TOTAL	82.1	.0359	33.0	13.6	16.4	16.2	30.6	28.8
HAGERSTOWN	**113.6**	**.0497**	**32.8**	**13.1**	**15.5**	**17.7**	**28.9**	**40.6**
Washington	113.6	.0497	32.8	13.1	15.5	17.7	28.9	40.6
• Hagerstown	34.0	0149	35.7	12.4	14.4	16.3	34.6	14.0
SUBURBAN TOTAL	79.6	.0348	31.7	13.4	16.0	18.3	26.5	26.6
OTHER COUNTIES								
Calvert	35.8	.0156	28.9	10.7	15.1	14.5	26.2	11.2
Caroline	23.4	.0103	34.6	10.2	13.5	15.9	33.6	8.4
☐ Cecil	61.0	.0267	29.8	12.7	16.8	17.4	23.9	19.8
☐ Charles	74.8	.0327	27.3	11.5	20.2	16.5	18.0	22.2
Dorchester	30.7	.0135	37.1	10.2	13.4	16.9	35.5	11.4
Frederick	116.7	.0511	30.9	13.0	16.4	17.3	25.9	38.3
Garrett	26.9	.0117	32.9	9.8	14.6	15.9	31.0	9.0
Kent	16.7	.0073	33.6	13.7	13.7	15.6	32.5	6.2
☐ Montgomery	583.1	.2552	31.3	11.6	17.6	20.3	23.3	211.7
Rockville	44.0	0193	28.2	11.7	19.5	21.6	15.1	14.6
☐ Prince George's	664.7	.2909	27.5	16.1	22.0	17.4	16.1	227.3
Queen Anne's	26.1	.0114	24.6	10.9	14.2	16.1	33.4	9.1
St. Mary's	61.0	.0267	24.4	18.5	19.5	13.3	15.6	19.4
Somerset	19.2	.0084	35.0	12.7	11.9	14.8	35.2	6.8
Talbot	25.7	.0113	38.4	9.9	13.5	16.1	37.6	10.1
Wicomico	65.3	.0286	32.7	12.2	14.9	17.3	29.2	23.4
Worcester	31.4	.0137	35.1	10.2	13.6	17.0	33.1	12.0
TOTAL METRO COUNTIES	**3,757.9**	**1.6446**	**30.4**	**13.3**	**17.8**	**18.2**	**23.6**	**1,319.3**
TOTAL STATE	**4,236.8**	**1.8542**	**30.5**	**13.2**	**17.5**	**18.0**	**24.1**	**1,484.6**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**9,438,116**	**2,362,824**	**847,013**	**1,164,237**	**392,160**	**1,659,321**	**317,855**
Anne Arundel	1,722,729	439,514	155,382	225,134	62,009	327,914	52,957
Baltimore	4,049,412	1,043,780	319,404	609,457	187,213	666,592	113,715
Baltimore city	2,394,348	541,102	262,963	221,889	99,323	452,229	101,027
• Baltimore	2,394,348	541,102	262,963	221,889	99,323	452,229	101,027
Carroll	320,461	90,588	19,679	13,187	9,741	59,384	15,777
Harford	497,239	139,993	44,610	41,858	14,873	79,173	22,744
Howard	453,927	107,847	44,975	52,712	19,001	74,029	11,635
SUBURBAN TOTAL	7,043,768	1,821,722	584,050	942,348	292,837	1,207,092	216,828
CUMBERLAND	**392,864**	**97,973**	**31,059**	**51,201**	**19,268**	**61,414**	**20,579**
Allegany	343,690	85,982	27,871	45,638	17,140	52,598	19,349
• Cumberland	178,961	37,978	12,418	23,229	8,524	26,338	9,050
Mineral, W. Va.	49,174	11,991	3,188	5,563	2,128	8,816	1,230
SUBURBAN TOTAL	213,903	59,995	18,641	27,972	10,744	35,076	11,529
HAGERSTOWN	**577,146**	**115,145**	**33,800**	**83,381**	**21,633**	**82,773**	**19,012**
Washington	577,146	115,145	33,800	83,381	21,633	82,773	19,012
• Hagerstown	315,433	72,011	21,985	37,037	9,884	75,090	8,433
SUBURBAN TOTAL	261,713	43,134	11,815	46,344	11,749	7,683	10,579
OTHER COUNTIES							
Calvert	72,057	26,777	7,011	1,249	3,010	11,325	3,447
Caroline	87,374	27,857	2,697	1,141	1,204	21,694	2,852
☐ Cecil	256,607	54,198	19,991	7,140	6,995	47,387	5,820
☐ Charles	261,282	65,514	21,098	9,921	8,500	61,559	24,074
Dorchester	102,264	27,724	8,170	7,634	2,398	9,071	4,098
Frederick	497,530	98,855	34,709	65,150	15,877	83,197	16,718
Garrett	97,603	29,216	3,505	5,016	4,834	27,540	3,353
Kent	69,681	23,908	5,835	4,786	1,954	10,504	2,989
☐ Montgomery	3,330,090	716,032	246,133	577,418	192,511	567,881	132,501
Rockville	372,354	66,448	34,551	23,187	26,372	81,857	11,564
☐ Prince George's	3,408,061	757,664	240,654	508,222	127,995	659,135	154,534
Queen Anne's	65,475	17,566	7,316	1,247	1,347	15,782	1,069
St. Mary's	158,117	39,420	13,078	13,416	8,370	25,400	5,695
Somerset	35,685	11,612	3,503	1,117	1,043	5,881	874
Talbot	162,571	39,608	13,269	2,127	8,914	33,621	6,284
Wicomico	359,840	84,219	25,681	52,403	14,163	62,949	11,082
Worcester	244,040	63,712	40,663	7,817	8,078	52,262	7,893
TOTAL METRO COUNTIES	**17,614,992**	**4,157,359**	**1,436,560**	**2,395,957**	**766,934**	**3,130,654**	**673,145**
TOTAL STATE	**19,567,229**	**4,647,833**	**1,601,997**	**2,559,060**	**838,126**	**3,489,880**	**739,499**

MD. ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BALTIMORE	**16,739,556**	**19,388**	**4.6**	**14.2**	**33.2**	**31.9**	**.9454**
Anne Arundel	2,605,479	18,869	4.7	16.2	38.2	27.5	.1583
Baltimore	6,282,590	23,045	2.9	10.3	34.6	43.2	.3565
Baltimore city	4,977,478	15,367	6.4	17.2	29.8	21.5	.2796
• Baltimore	4,977,478	15,367	6.4	17.2	29.8	21.5	.2796
Carroll	631,853	18,510	5.1	15.2	36.0	27.0	.0359
Harford	1,123,279	20,636	4.1	14.2	33.7	35.7	.0594
Howard	1,118,877	24,753	3.0	10.0	29.5	49.2	.0557
SUBURBAN TOTAL	11,762,078	21,493	3.6	12.5	35.0	37.9	.6658
CUMBERLAND	**607,021**	**14,336**	**5.9**	**18.6**	**32.7**	**14.6**	**.0385**
Allegany	459,663	14,307	5.9	18.9	32.7	14.5	.0304
• Cumberland	154,745	12,885	6.7	18.9	29.6	12.6	0121
Mineral, W. Va.	147,358	14,436	6.1	16.8	33.0	14.9	.0081
SUBURBAN TOTAL	452,276	14,803	5.7	18.4	33.9	15.3	.0264
HAGERSTOWN	**765,979**	**17,124**	**5.7**	**15.7**	**33.2**	**24.6**	**.0490**
Washington	765,979	17,124	5.7	15.7	33.2	24.6	.0490
• Hagerstown	235,547	14,864	7.0	17.3	30.4	19.1	.0193
SUBURBAN TOTAL	530,432	18,220	5.0	14.9	34.9	27.4	.0297
OTHER COUNTIES							
Calvert	193,127	15,262	6.5	18.4	31.7	19.2	.0106

S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Caroline	128,700	13,350	7.0	18.6	29.6	14.9	.0084
☐ Cecil	391,457	16,744	6.2	19.3	36.8	20.8	.0241
☐ Charles	578,132	24,114	3.3	9.4	27.3	47.4	.0307
Dorchester	183,456	13,776	7.9	17.5	27.5	18.4	.0109
Frederick	836,190	19,831	3.8	14.5	32.4	33.4	.0487
Garrett	121,203	11,537	9.3	20.9	26.6	9.3	.0087
Kent	113,417	14,810	7.5	17.2	27.6	21.7	.0067
☐ Montgomery	6,814 447	28,988	2.3	7.9	22.7	59.9	.3423
Rockville	394,890	25,506	2.5	9.1	28.2	51.6	.0263
☐ Prince George's	6,008,350	24,597	2.8	10.2	30.1	48.7	.3297
Queen Anne's	172,223	16,004	6.0	15.1	27.3	25.8	.0090
St. Mary's	372,610	15,476	6.4	21.1	30.1	21.8	.0206
Somerset	112,443	10,651	8.5	17.2	22.8	12.6	.0058
Talbot	199,761	15,423	8.0	17.1	27.6	23.6	.0129
Wicomico	422,255	15,826	6.8	16.1	30.8	21.9	.0285
Worcester	200,595	13,985	6.7	16.1	26.9	19.9	.0158
TOTAL METRO COUNTIES	**31,757,584**	**21,268**	**4.0**	**12.7**	**30.9**	**38.8**	**1.7516**
TOTAL STATE	**34,813,564**	**20,658**	**4.3**	**13.1**	**30.7**	**37.0**	**1.9382**

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The Sun

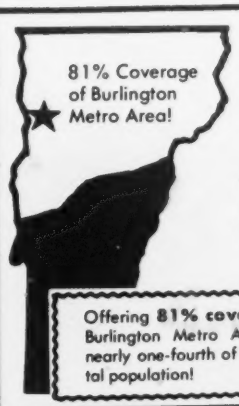
Make It in Massachusetts with The SUN
15 Kearney Square, Lowell, MA. 01852 Area code. 617-458-7100

1. Sun Research. Ask for report 84A on your business letterhead
3. Standard Rate & Data Service. July 12, 1980. p. 126 & p. 375

MASSACHUSETTS

MASS. ESTIMATES — POPULATION—12/31/80 — RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**3,658.5**	**1.6011**	**31.2**	**13.9**	**17.2**	**16.1**	**27.3**	**1,309.5**	**15,847,767**	**3,488,885**	**1,657,696**	**2,138,988**	**651,069**	**1,859,815**	**566,054**
Essex	633.4	.2772	32.8	11.7	15.8	16.6	29.9	230.7	2,970,183	588,985	312,840	508,459	99,741	395,156	99,036
• Haverhill	46.9	.0205	34.5	11.5	14.3	14.9	34.4	17.9	236,003	51,019	16,820	16,497	11,261	41,607	9,490
• Lawrence	62.9	.0275	34.3	13.0	14.6	14.4	34.5	25.3	215,711	49,928	20,179	5,600	17,083	42,719	9,715
Lynn	77.7	.0340	34.1	12.1	14.9	15.1	33.5	30.8	282,541	67,980	21,754	9,350	12,290	72,246	16,734
Peabody	45.8	.0200	30.7	10.2	19.6	18.4	23.2	15.6	342,636	31,476	17,360	155,436	8,768	23,418	4,360
Salem	38.1	.0167	33.0	14.4	15.2	14.7	32.3	14.8	181,750	58,509	20,781	21,880	8,048	21,252	6,084
Middlesex	1,364.0	.5969	30.9	13.9	18.0	16.6	26.0	480.7	5,940,812	1,325,639	513,349	742,765	285,976	759,518	208,288
Arlington	47.8	.0209	34.2	11.8	17.8	15.2	33.4	18.6	124,688	28,733	6,150	1,737	8,985	34,895	5,292
Cambridge	94.9	.0415	28.6	27.5	23.0	11.1	24.1	40.6	642,846	93,993	67,468	131,276	29,108	30,276	15,571
Everett	36.8	.0161	33.8	13.2	16.2	15.9	32.1	14.1	70,936	22,149	5,777	1,519	5,875	4,443	3,143
Framingham	65.2	.0285	29.9	13.9	20.1	17.7	22.0	23.3	426,440	68,395	59,139	68,070	31,092	64,536	10,653
• Lowell	92.2	.0404	31.4	15.1	15.3	15.1	29.4	34.6	333,276	68,064	22,222	50,285	10,989	83,995	13,046
Malden	53.2	.0233	34.0	12.8	15.9	14.9	33.4	21.0	157,909	35,840	13,255	19,253	6,717	23,053	5,740
Medford	57.6	.0252	33.5	14.5	14.9	16.0	31.7	20.4	237,026	69,049	13,022	12,662	9,265	33,849	18,077
Newton	83.1	.0364	33.8	15.3	14.1	17.1	31.1	28.8	481,737	107,749	48,244	71,549	18,943	51,216	16,603
Somerville	76.6	.0335	31.5	15.2	18.2	14.5	29.2	29.5	220,006	76,430	16,607	18,343	2,884	20,011	8,739
Waltham	57.9	.0253	30.9	17.4	17.7	15.9	26.8	20.2	322,985	61,327	36,304	24,419	29,169	29,820	10,244
Norfolk	606.6	.2655	32.1	12.4	16.5	17.4	27.8	210.5	2,558,066	628,460	218,427	320,135	107,026	322,937	84,057
Brookline	54.8	.0240	37.9	18.2	16.4	12.4	40.0	24.0	156,287	46,561	21,930	2,590	15,606	11,917	5,708
Quincy	84.5	.0370	33.9	13.3	15.5	15.3	33.0	33.4	371,990	87,354	35,994	38,200	17,183	42,691	20,488
Weymouth	55.7	.0244	30.7	12.2	15.5	18.4	24.8	23.0	200,988	52,293	14,298	20,344	6,261	18,594	9,384
Plymouth	411.7	.1802	30.1	11.0	18.3	16.3	24.8	135.8	1,725,157	405,445	163,996	235,683	64,352	212,912	57,004
• Brockton	95.8	.0419	30.7	12.1	17.8	15.5	26.9	33.9	470,895	99,874	55,344	97,333	16,739	48,359	17,541



Sorry...but Vermont is not part of the Boston market!

The strongest Boston paper reaches **less than 1%** of the households in northern Vermont.* So if you don't want to overlook this important market, look beyond to Vermont's largest and most influential paper, The Burlington Free Press.

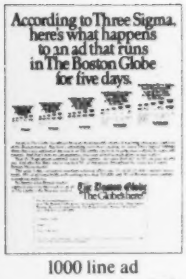
To cover up-state Vermont you need

Offering **81% coverage** of the Burlington Metro Area, with its nearly one-fourth of Vermont's total population!

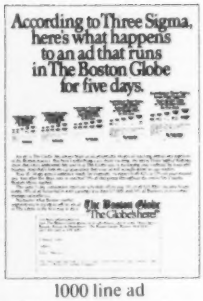
The Burlington Free Press
Burlington, Vt. 802-863-3441 A Gannett Newspaper

*Circulation '80/'81

According to Three Sigma, here's what happens to an ad that runs in The Boston Globe for five days.



1000 line ad



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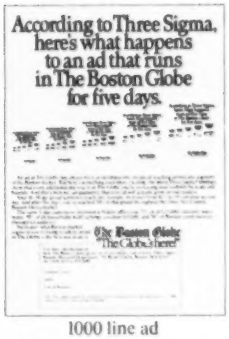


1000 line ad

1000 line ad

1000 line ad

An ad in The Globe has always been an incomparable means of reaching almost any segment of the Boston market. But here's something even more exciting: the latest Three Sigma* findings show that every additional day you're in The Globe you're increasing your visibility by leaps and bounds. And that's how we can guarantee that your ad will actually grow on our readers.

Your 18–34 age group audience reach, for example, increases from 42% to 55% on your second day. And after five days, you've reached 70% of that group throughout the entire Six-County Boston Metro market.

The same 5-day cumulative insertion schedule offers you 73% of all $25,000+ income households, 59% of all households with earnings less than $15,000, and 74% of Boston's professional/managerial audience.

No matter what Boston market segment you're trying to talk to, an ad in The Globe is the best way to do it.

The Boston Globe
"The Globe's here!"

For more information on how The Boston Globe grows on its advertisers, call or write: Three Sigma Results, Research Department, The Boston Globe, Boston, MA 02107
(617) 929-2655 or 929-2699

Name _____

Company _____

Address _____

Type of Business _____

*The Three Sigma nationally syndicated study of major market newspaper audiences – 1980 edition for Boston metropolitan newspapers.

Security Blanket.

When you buy Springfield you can rest easy. Secure in the knowledge that you've invested wisely. We blanket 85% of the SMSA and have the highest ADI penetration in New England—61%!

Springfield . . . the market of your dreams.

Largest in Massachusetts outside Boston

The Springfield Newspapers

Represented by Newhouse Newspapers

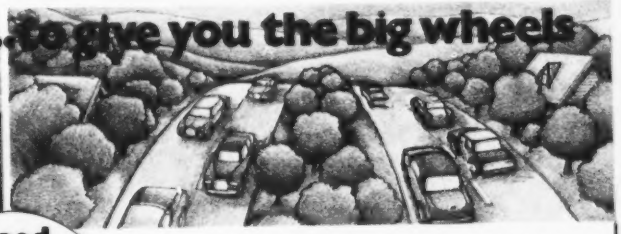
MASS. (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

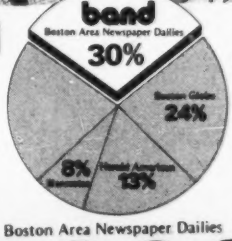
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Suffolk	642.8	.2813	30.3	19.0	16.6	13.5	28.8	251.8	2,653,549	540,356	449,084	331,946	93,974	169,292	117,669
• Boston	556.3	.2435	30.1	19.5	16.5	13.3	28.6	219.4	2,300,612	452,360	416,128	300,796	79,01[illegible]	138,474	101,093
Revere	42.3	.0185	33.5	12.6	16.0	16.4	31.3	16.0	185,422	56,154	20,108	16,208	7,580	15,052	3,433
SUBURBAN TOTAL	2,804.4	1.2273	31.3	12.8	17.4	16.8	26.8	978.4	12,291,270	2,767,640	1,127,003	1,668,477	515,980	1,504,661	415,169
NEW BEDFORD - FALL RIVER	**477.3**	**.2088**	**32.5**	**12.1**	**15.6**	**16.3**	**29.8**	**169.2**	**1,993,875**	**459,256**	**173,717**	**310,607**	**112,267**	**266,155**	**59,955**
Bristol	477.3	.2088	32.5	12.1	15.6	16.3	29.8	169.2	1,993,875	459,256	173,717	310,607	112,267	266,155	59,955
• Fall River	92.3	.0404	34.4	12.3	14.5	15.6	33.5	35.2	273,425	70,028	21,655	33,680	20,252	39,403	11,857
• New Bedford	98.2	.0430	35.5	12.0	13.6	16.0	34.5	38.3	295,834	54,477	30,129	12,230	40,545	47,901	11,787
Taunton	45.1	.0197	32.6	11.7	15.9	15.9	30.3	15.7	173,652	52,009	9,487	11,937	11,241	30,396	5,264
SUBURBAN TOTAL	286.8	.1254	31.2	12.0	16.7	16.6	27.0	95.7	1,424,616	334,751	121,933	264,697	51,470	178,851	36,311
PITTSFIELD	**144.5**	**.0633**	**32.7**	**12.8**	**14.8**	**16.2**	**30.4**	**52.8**	**685,001**	**181,001**	**51,829**	**84,053**	**26,086**	**73,935**	**17,321**
Berkshire	144.5	.0633	32.7	12.8	14.8	16.2	30.4	52.8	685,001	181,001	51,829	84,053	26,086	73,935	17,321
• Pittsfield	51.5	.0225	32.9	11.9	14.9	16.5	30.4	19.2	301,169	71,060	16,167	46,687	17,558	34,325	6,814
SUBURBAN TOTAL	93.0	.0408	32.6	13.3	14.9	16.0	30.4	33.6	383,832	109,941	35,662	37,366	8,528	39,610	10,507



...in the Boston ADI

We leave the strap hangers of the core city to the metro papers. BAND (Boston Area Newspaper Dailies) covers the suburbs where the serious drivers and car buyers live.

In fact, BAND reaches more 2 car and new car households than any other newspaper in the Boston ADI. And BAND drivers put more mileage on their cars than other newspaper readers.*



Boston Area Newspaper Dailies

band

BAND newspapers dominate the ADI with 30% coverage, following the ADI sales distribution pattern with 82% of its circulation in Mass. and 18% in New Hampshire. Each day 24 local metro dailies reach a total of 602,932 households – 95% within the ADI. Write for all the details in the current *Scarborough Market Report, Boston ADI market, 1980 to:

LANDON ASSOCIATES, INC.
38 Newbury St., Boston, MA 02116

WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI. 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

MASS. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SPRINGFIELD - CHICOPEE - HOLYOKE	**581.9**	**.2547**	**30.7**	**15.6**	**15.6**	**15.8**	**27.4**	**204.4**	**2,527,449**	**714,481**	**207,752**	**251,904**	**79,635**	**322,674**	**71,083**
Hampden	441.9	.1934	31.7	13.0	15.8	16.4	28.3	159.2	2,032,155	576,947	155,986	215,612	64,195	275,954	55,821
• Chicopee	54.4	.0238	30.0	14.8	17.3	16.8	24.6	19.3	272,721	95,870	22,015	38,365	5,109	27,614	6,850
• Holyoke	44.3	.0194	34.0	11.8	14.5	14.2	34.4	17.4	166,822	47,623	12,806	8,884	7,494	33,373	7,316
• Springfield	151.4	.0663	32.3	13.7	14.6	15.3	30.8	57.2	768,370	198,123	51,073	86,974	31,735	86,259	20,903
Hampshire	140.0	.0613	27.4	24.1	15.1	14.0	24.5	45.2	495,294	137,534	51,766	36,292	15,440	46,720	15,262
SUBURBAN TOTAL	331.8	.1452	29.7	17.2	16.0	16.2	25.4	110.5	1,319,536	372,865	121,858	117,681	35,297	175,428	36,014
WORCESTER - FITCHBURG - LEOMINSTER	**647.5**	**.2834**	**31.8**	**13.1**	**15.6**	**15.8**	**29.2**	**228.2**	**2,810,604**	**648,500**	**206,537**	**373,649**	**138,704**	**378,927**	**96,388**
Worcester	647.5	.2834	31.8	13.1	15.6	15.8	29.2	228.2	2,810,604	648,500	206,537	373,649	138,704	378,927	96,388
• Fitchburg	39.4	.0172	31.6	15.3	14.4	15.0	30.1	14.8	182,324	55,225	10,651	25,944	6,678	26,628	10,001
• Leominster	34.7	.0152	30.7	12.1	15.9	17.4	25.9	12.3	193,360	33,137	11,633	43,454	8,635	20,585	5,789
• Worcester	160.8	.0704	34.0	14.7	13.6	14.6	34.2	58.9	797,011	158,226	55,863	118,880	67,013	156,047	28,923
SUBURBAN TOTAL	412.6	.1806	31.2	12.3	16.5	16.2	27.4	141.2	1,637,909	401,912	128,390	185,371	56,378	175,667	51,675
OTHER COUNTIES															
Barnstable	152.2	.0666	35.5	9.7	14.5	14.8	35.7	61.0	977,901	237,354	141,197	94,308	33,618	77,950	26,375
Dukes	9.2	.0041	37.5	8.7	13.4	14.4	38.1	4.0	67,730	13,790	9,532	873	1,664	4,240	1,213
Franklin	64.8	.0283	32.6	12.2	15.0	15.3	31.2	24.7	226,675	41,826	21,771	21,466	8,772	37,054	10,600
Nantucket	5.2	.0023	34.2	9.8	14.6	15.7	33.1	2.2	52,687	12,567	10,112	500	413	2,510	991
TOTAL METRO COUNTIES	**5,509.7**	**2.4113**	**31.3**	**13.8**	**16.6**	**16.1**	**27.8**	**1,964.1**	**23,864,696**	**5,492,123**	**2,297,531**	**3,159,201**	**1,007,761**	**2,901,506**	**810,801**
TOTAL STATE	**5,741.1**	**2.5126**	**31.5**	**13.6**	**16.6**	**16.0**	**28.1**	**2,056.0**	**25,189,689**	**5,797,660**	**2,480,143**	**3,276,348**	**1,052,230**	**3,023,260**	**849,980**

WORCESTER

A MARKET ON THE MOVE

- Worcester Center...a $100 million complex in downtown Worcester...including Jordan Marsh, Filene's, Wallachs, Thom McAn, CVS ...plus 100 specialty shops
- 157 Floors of high rise construction downtown
- Half-a-million square feet of retail space in adjacent town of Auburn...including Sears, The Outlet Company, Anderson-Little, Cherry & Webb. Plus 50 individual stores
- New multimillion dollar University of Massachusetts Medical School
- 13,000-seat Civic Center and 250-room, proposed Marriott Hotel underway

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

A "fair" quota is one that is achievable by a conscientious salesperson and includes the possibility of reward for superior performance.

SETTING SALES QUOTAS

Superior performance is the key to successful sales. Yet many top companies diminish the effectiveness of their sales force by setting unfair quotas—thus inadvertently rewarding poor performance and penalizing superior sales activity.

Market Statistics, producers of the annual Survey of Buying Power, Data Service, and Forecasting Service has developed a quota setting package that is applicable to nearly every product and industry, and which can help you set quotas that *work*. The system has been designed to bring objective measurement techniques to this often neglected sales and marketing problem.

Want More Information?

Call us at (212) 986-4800 or return the attached postage paid reply card to learn more about our quota setting package.

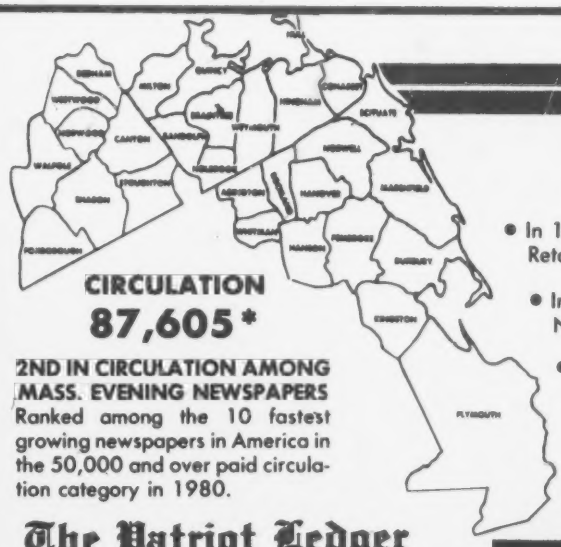
MARKET STATISTICS

Producers of the Survey of Buying Power
633 Third Avenue, New York, N.Y. 10017
A Division of Bill Communications

MASS.
ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**32,644,260**	**22,029**	**4.0**	**11.4**	**28.1**	**41.3**	**1.7121**
Essex	5,657,147	21,965	3.9	11.3	27.4	41.1	.3035
• Haverhill	404,050	18,771	5.5	13.5	28.9	31.5	.0226
• Lawrence	510,786	17,182	5.1	14.9	29.4	27.5	.0263
Lynn	612,375	17,949	5.5	14.4	28.4	29.8	.0325
Peabody	402,141	24,475	2.7	8.6	28.7	48.1	.0257
Salem	340,304	21,372	3.9	11.3	27.7	38.9	.0184
Middlesex	12,285,892	22,711	3.6	10.8	29.2	43.0	.6425
Arlington	456,505	22,797	3.8	10.6	31.1	42.7	.0206
Cambridge	914,905	17,639	5.7	14.8	27.9	30.4	.0535
Everett	282,176	18,887	4.4	13.8	36.4	27.9	.0132
Framingham	635,855	24,940	3.3	9.9	26.6	49.8	.0365
• Lowell	641,236	16,789	5.6	15.6	31.8	24.2	.0361
Malden	440,625	19,492	4.3	12.6	32.0	32.5	.0217
Medford	456,148	20,692	3.9	12.2	32.8	35.6	.0250
Newton	1,058,857	29,714	2.4	7.3	21.2	60.6	.0514
Somerville	559,048	17,555	5.5	16.1	33.5	25.6	.0289
Waltham	465,233	21,406	4.0	12.1	31.0	38.1	.0279
Norfolk	6,475,514	27,054	2.6	7.9	23.6	55.8	.3110
Brookline	828,705	25,616	3.3	9.6	22.4	51.2	.0325
Quincy	873,049	24,272	3.7	10.0	25.1	48.0	.0430
Weymouth	620,109	25,059	2.8	7.9	28.3	50.2	.0282
Plymouth	3,127,939	21,298	4.0	11.6	32.5	37.1	.1758
• Brockton	688,585	18,814	5.0	13.5	33.2	29.4	.0420
Suffolk	5,097,768	17,130	5.7	15.5	28.1	28.4	.2793
• Boston	4,392,169	16,746	5.9	15.8	28.0	27.4	.2412
Revere	356,787	20,829	4.0	12.0	29.7	37.4	.0193
SUBURBAN TOTAL	26,007,434	23,664	3.4	10.1	27.7	46.0	1.3439
NEW BEDFORD - FALL RIVER	**3,286,510**	**17,735**	**5.2**	**14.5**	**32.8**	**26.1**	**.1943**
Bristol	3,286,510	17,735	5.2	14.5	32.8	26.1	.1943
• Fall River	581,686	14,742	6.3	16.9	32.2	16.9	.0326
• New Bedford	621,349	14,082	6.7	16.8	29.5	17.3	.0349
Taunton	302,805	18,192	4.6	15.4	35.9	25.3	.0177
SUBURBAN TOTAL	2,083,475	20,315	4.2	12.7	34.5	32.9	.1268
PITTSFIELD	**1,218,499**	**21,057**	**4.1**	**11.6**	**30.0**	**37.7**	**.0675**
Berkshire	1,218,499	21,057	4.1	11.6	30.0	37.7	.0675
• Pittsfield	448,175	21,578	3.7	10.8	29.3	39.4	.0262
SUBURBAN TOTAL	770,324	20,774	4.3	12.0	30.3	36.9	.0413
SPRINGFIELD - CHICOPEE - HOLYOKE	**4,478,093**	**19,542**	**4.7**	**13.3**	**31.8**	**32.4**	**.2528**
Hampden	3,546,666	20,108	4.6	12.6	30.7	34.5	.1996
• Chicopee	413,440	19,436	4.4	14.2	35.4	30.4	.0246
• Holyoke	321,666	16,221	5.2	14.7	28.9	24.5	.0179
• Springfield	1,118,346	17,842	5.7	14.2	30.3	28.1	.0679
Hampshire	931,427	17,812	5.2	15.6	35.4	25.3	.0532
SUBURBAN TOTAL	2,624,641	20,851	4.1	12.5	32.3	36.4	.1424
WORCESTER - FITCHBURG - LEOMINSTER	**5,381,589**	**21,312**	**4.0**	**11.4**	**30.6**	**38.2**	**.2922**
Worcester	5,381,589	21,312	4.0	11.4	30.6	38.2	.2922
• Fitchburg	307,476	19,253	4.9	12.6	30.9	31.6	.0176
• Leominster	296,657	21,416	3.4	9.9	31.2	39.1	.0172
• Worcester	1,347,965	19,414	4.8	12.9	29.1	33.9	.0760
SUBURBAN TOTAL	3,429,491	22,232	3.6	10.7	31.1	40.7	.1814
OTHER COUNTIES							
Barnstable	1,064,433	14,560	7.6	18.9	28.7	19.7	.0731
Dukes	66,345	14,155	7.1	21.2	28.8	17.8	.0048
Franklin	501,928	18,714	5.1	14.7	31.4	30.3	.0266
Nantucket	38,195	15,680	5.0	14.5	33.5	19.5	.0033
TOTAL METRO COUNTIES	**47,008,951**	**21,225**	**4.2**	**11.8**	**29.2**	**38.6**	**2.5189**
TOTAL STATE	**48,679,852**	**20,958**	**4.3**	**12.1**	**29.2**	**37.9**	**2.6267**



CIRCULATION
87,605*

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Ranked among the 10 fastest growing newspapers in America in the 50,000 and over paid circulation category in 1980.

The Patriot Ledger
13 Temple Street, Quincy, MA. 02169–786-7000

BUYPOWER.

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- In 1980 The Patriot Ledger ranked first among Mass. dailies in Retail Advertising . . . 11,305,425 lines.
- In 1980 The Patriot Ledger ranked fifth among Mass. dailies in National Advertising . . . 2,159,845 lines.
- In 1980 The Patriot Ledger ranked first among evening New England newspapers in Classified Advertising . . . 7,914,894 lines.

*ABC FASFAX REPORT 3/31/81
**NENAB Y/E REPORT 12/31/80

Need to know more? Go deeper? Develop a finer analysis?
The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

MICHIGAN

MICH. ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**267.4**	**.1170**	**24.9**	**25.7**	**20.0**	**13.4**	**16.4**	**95.1**	**1,197,114**	**153,186**	**133,940**	**246,310**	**68,544**	**185,792**	**46,230**
Washtenaw	267.4	.1170	24.9	25.7	20.0	13.4	16.4	95.1	1,197,114	153,186	133,940	246,310	68,544	185,792	46,230
• Ann Arbor	108.0	.0473	24.6	31.1	22.8	11.3	14.1	39.3	645,461	86,404	75,365	140,046	51,150	52,960	25,363
SUBURBAN TOTAL	159.4	.0697	25.5	22.1	18.1	14.8	18.0	55.8	551,653	66,782	58,575	106,264	17,394	132,832	20,867
BATTLE CREEK	**187.9**	**.0822**	**30.5**	**12.6**	**16.4**	**16.4**	**26.2**	**67.5**	**626,549**	**121,058**	**70,444**	**117,992**	**28,402**	**85,643**	**24,198**
Barry	46.4	.0203	30.7	11.2	16.6	16.0	26.9	15.8	84,203	29,826	6,506	1,658	1,955	10,930	2,840
Calhoun	141.5	.0619	30.4	13.1	16.2	16.6	26.0	51.7	542,346	91,232	63,938	116,334	26,447	74,713	21,358
• Battle Creek	35.5	.0155	32.2	13.8	14.1	14.1	32.0	14.7	192,546	27,862	11,236	33,762	6,268	40,329	7,701
SUBURBAN TOTAL	152.4	.0667	30.2	12.4	16.8	17.0	24.9	52.8	434,003	93,196	59,208	84,230	22,134	45,314	16,497
BAY CITY	**120.0**	**.0526**	**29.1**	**13.1**	**16.4**	**15.6**	**24.7**	**41.9**	**512,697**	**108,604**	**46,968**	**69,442**	**20,615**	**97,101**	**16,377**
Bay	120.0	.0526	29.1	13.1	16.4	15.6	24.7	41.9	512,697	108,604	46,968	69,442	20,615	97,101	16,377
• Bay City	41.0	.0179	31.2	13.4	14.2	14.0	30.6	15.7	256,746	47,497	20,524	51,956	8,551	36,625	7,413
SUBURBAN TOTAL	79.0	.0347	28.2	13.0	17.5	16.4	21.7	26.2	255,951	61,107	26,444	17,486	12,064	60,476	8,964
BENTON HARBOR	**171.7**	**.0752**	**29.9**	**12.4**	**16.3**	**16.2**	**25.5**	**61.1**	**726,312**	**173,921**	**67,728**	**76,506**	**68,636**	**100,249**	**25,834**
Berrien	171.7	.0752	29.9	12.4	16.3	16.2	25.5	61.1	726,312	173,921	67,728	76,506	68,636	100,249	25,834
• Benton Harbor	14.6	.0064	27.5	13.4	14.8	13.2	25.7	5.0	94,716	7,204	6,283	19,090	1,820	22,326	5,046
St. Joseph	9.5	.0042	36.5	12.9	12.7	15.8	35.8	4.1	105,201	4,052	10,838	1,398	35,593	6,371	1,568
SUBURBAN TOTAL	157.1	.0688	30.1	12.3	16.5	16.4	25.4	56.1	631,596	166,717	61,445	57,416	66,816	77,923	20,788
DETROIT	**4,345.0**	**1.9016**	**29.8**	**12.7**	**16.8**	**17.2**	**24.1**	**1,523.2**	**20,786,278**	**4,411,732**	**1,969,436**	**2,760,804**	**1,010,971**	**3,775,952**	**943,536**
Lapeer	72.0	.0315	27.8	11.7	17.9	15.7	21.4	22.0	225,009	63,393	19,705	8,216	7,704	44,731	15,496
Livingston	103.7	.0454	28.7	10.9	18.4	16.2	22.3	32.6	354,663	88,402	37,495	30,719	13,198	48,891	19,067
Macomb	699.1	.3059	28.6	12.2	19.8	19.0	18.4	235.0	3,685,942	891,687	304,048	445,268	203,530	726,476	169,242
East Detroit	37.6	.0165	33.1	12.3	13.1	20.1	27.4	13.3	300,305	65,298	14,844	2,543	14,804	123,513	17,864
Roseville	53.6	.0235	27.2	14.8	19.9	17.7	16.7	18.1	311,059	73,989	27,928	91,954	13,237	23,978	14,934
St. Clair Shores	75.0	.0328	30.8	10.9	15.9	21.8	21.5	26.0	295,382	75,009	40,340	25,903	12,280	40,386	19,593
Sterling Heights	110.7	.0484	26.3	10.1	21.6	17.8	13.5	33.6	787,583	157,771	42,705	163,860	36,148	179,840	20,630
Warren	159.0	.0696	28.7	11.0	20.8	20.2	16.7	53.7	804,699	254,925	81,415	70,508	45,265	116,391	28,845
Oakland	1,019.5	.4462	29.7	12.4	17.4	18.4	22.4	363.2	5,976,644	1,133,217	591,045	828,721	344,734	1,027,383	247,788
Pontiac	76.1	.0333	28.1	15.8	17.8	14.1	23.5	26.8	337,223	52,273	25,645	53,620	12,566	79,446	13,315
Royal Oak	70.0	.0306	31.1	12.9	17.7	17.5	25.6	27.7	421,357	60,513	43,105	21,704	24,106	109,019	13,118
Southfield	75.9	.0332	32.8	10.7	14.6	20.4	26.3	28.2	1,115,533	122,594	125,711	277,880	72,075	152,515	34,590
St. Clair	140.3	.0614	30.1	12.0	15.1	15.6	27.0	48.2	534,727	125,652	60,328	51,539	23,976	73,875	26,882
Wayne	2,310.4	1.0112	30.5	13.2	15.5	16.4	26.6	822.2	10,009,293	2,109,381	956,815	1,396,341	417,829	1,854,596	465,061
Allen Park	33.7	.0147	31.9	11.4	13.2	21.0	24.9	11.5	120,392	36,795	19,726	8,807	8,307	7,983	10,481
Dearborn	89.5	.0392	36.1	12.2	12.7	17.2	34.2	34.3	1,228,882	98,111	110,022	208,423	75,943	312,465	56,635
Dearborn Heights	66.7	.0292	29.0	11.0	17.1	19.8	19.9	22.2	257,973	80,737	43,537	1,678	6,967	14,685	8,475
• Detroit	1,180.0	.5164	31.8	13.5	14.8	15.0	30.2	448.3	2,743,764	632,520	320,378	182,482	94,240	590,411	132,678
Garden City	35.2	.0154	25.8	11.2	17.7	20.2	13.6	10.9	182,858	11,986	21,289	6,526	3,008	78,464	2,249
Lincoln Park	44.4	.0194	29.6	14.9	14.7	19.2	22.8	15.5	263,586	73,335	15,335	46,124	10,259	22,223	15,609
Livonia	104.2	.0456	27.9	8.5	17.2	21.9	15.9	30.2	872,639	182,835	56,325	145,929	74,556	107,739	44,941
Taylor	78.1	.0342	25.4	13.1	21.2	17.2	12.5	23.8	585,807	117,260	39,432	156,223	13,564	92,122	20,390
Westland	84.3	.0369	26.4	12.4	22.8	16.7	13.7	26.8	502,436	127,710	37,124	109,294	10,222	71,049	21,844
Wyandotte	33.5	.0147	30.7	13.9	14.0	16.1	27.9	12.2	60,677	12,006	10,172	4,584	8,172	5,521	4,966
SUBURBAN TOTAL	3,165.0	1.3852	29.2	12.4	17.6	18.0	21.9	1,074.9	18,042,514	3,779,212	1,649,058	2,578,322	916,731	3,185,541	810,858
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,612.4***	***2.0186***	***29.5***	***13.5***	***17.0***	***17.0***	***23.6***	***1,618.3***	***21,983,392***	***4,564,918***	***2,103,376***	***3,007,114***	***1,079,515***	***3,961,744***	***989,766***
FLINT	**522.6**	**.2287**	**28.0**	**13.2**	**17.8**	**17.0**	**20.6**	**180.6**	**2,506,953**	**469,726**	**206,496**	**475,257**	**137,114**	**527,817**	**94,368**
Genesee	450.8	.1973	27.9	13.4	17.8	17.2	20.2	156.8	2,252,229	405,646	187,529	451,112	128,186	474,939	82,471
• Flint	157.2	.0688	28.5	14.8	17.4	15.1	23.6	58.9	654,259	121,701	76,563	31,129	49,974	133,925	30,868
Shiawassee	71.8	.0314	28.6	12.0	17.4	16.0	22.9	23.8	254,724	64,080	18,967	24,145	8,928	52,878	11,917
SUBURBAN TOTAL	365.4	.1599	27.8	12.5	18.1	17.8	19.2	121.7	1,852,694	348,025	129,933	444,128	87,140	393,892	63,520

Why the Free Press is up 11,590 daily and 27,101 Sunday...

(While the other guy is down.)

A single word sums it up... excellence.
Is there a difference in quality between the two Detroit dailies?

We think so. And more and more people in Detroit and Michigan are agreeing with us every day. In spite of the fact that it costs more to buy a copy of the Free Press than the other Detroit paper, our daily circulation is up 11,590 over the past year. While their circulation has declined by 12,694 over the same period. (Source: Audit Bureau of Circulation's Fas-Fax Report—March 31, 1981.)

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The Free Press was just awarded its sixth Pulitzer Prize (for feature photography). That's more Pulitzers than all other Michigan newspapers combined!

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The Free Press is printed at one of the world's largest offset newspaper printing plants.

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Free Press readers are younger, better educated and more affluent.

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Contact the Free Press or Knight-Ridder Newspaper Sales. In Canada, MPR. In Florida and Mexico, Towmar Representatives. *Source: Media Records: Daily and Sunday, Full Run, 8 column vs. 8 column.

Detroit Free Press
More than ever, the only Detroit paper you need.

MICH. (cont.)
SMSA ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
GRAND RAPIDS	**607.1**	**.2656**	**28.7**	**13.9**	**16.5**	**15.5**	**24.0**	**210.5**	**2,652,297**	**349,649**	**266,098**	**586,797**	**146,402**	**403,916**	**57,592**
Kent	447.5	.1958	29.0	14.0	16.0	15.5	24.9	158.7	2,135,054	282,948	211,915	450,145	124,090	320,288	44,217
• Grand Rapids	180.7	.0791	30.3	15.6	13.9	14.1	29.4	68.1	860,025	114,194	77,158	206,236	60,819	109,662	19,215
Wyoming	59.8	.0262	27.7	13.9	17.7	16.6	20.5	21.3	295,483	53,909	39,584	39,746	14,908	30,973	7,758
Ottawa	159.6	.0698	27.8	13.7	17.6	15.6	21.7	51.8	517,243	66,701	54,183	136,652	22,312	83,628	13,375
SUBURBAN TOTAL	426.4	.1865	28.1	13.2	17.6	16.1	21.7	142.4	1,792,272	235,455	188,940	380,561	85,583	294,254	38,377
JACKSON	**152.0**	**.0666**	**30.0**	**12.8**	**17.7**	**16.3**	**24.9**	**51.7**	**569,953**	**82,357**	**46,800**	**158,565**	**21,834**	**78,283**	**12,951**
Jackson	152.0	.0666	30.0	12.8	17.7	16.3	24.9	51.7	569,953	82,357	46,800	158,565	21,834	78,283	12,951
• Jackson	39.3	.0172	31.2	13.4	14.5	13.7	30.8	15.0	191,829	25,237	23,744	15,646	12,907	37,405	8,477
SUBURBAN TOTAL	112.7	.0494	29.7	12.6	18.9	17.2	22.8	36.7	378,124	57,120	23,056	142,919	8,927	40,878	4,474
KALAMAZOO - PORTAGE	**281.2**	**.1230**	**28.2**	**16.9**	**16.9**	**15.1**	**23.4**	**100.6**	**1,195,336**	**199,942**	**113,919**	**271,769**	**57,023**	**188,756**	**26,009**
Kalamazoo	213.5	.0934	27.5	18.7	17.2	15.3	21.8	76.9	997,646	137,998	97,834	266,162	51,365	137,495	19,166
• Kalamazoo	79.4	.0347	25.6	27.5	14.8	11.9	24.2	29.1	445,435	44,194	56,299	53,676	22,021	99,668	9,233
• Portage	38.6	.0169	27.2	9.8	20.6	20.2	13.8	12.7	239,463	31,184	22,117	108,887	15,702	14,379	5,321
Van Buren	67.7	.0296	30.5	11.1	15.5	14.7	28.3	23.7	197,690	61,944	16,085	5,607	5,658	51,261	6,843
SUBURBAN TOTAL	163.2	.0714	29.5	13.4	17.0	15.5	25.2	58.8	510,438	124,564	35,503	109,206	19,300	74,709	11,455
LANSING - EAST LANSING	**472.4**	**.2066**	**26.5**	**19.0**	**17.8**	**14.5**	**20.4**	**162.5**	**1,954,720**	**354,617**	**192,034**	**385,061**	**81,942**	**329,531**	**42,110**
Clinton	56.5	.0247	28.3	12.1	19.1	16.0	21.2	18.1	141,972	42,704	12,429	2,067	3,834	28,120	4,699
Eaton	89.9	.0393	28.7	12.9	18.3	17.0	21.5	31.1	443,781	82,748	39,845	115,067	15,372	55,702	7,579
Ingham	273.7	.1198	25.2	23.1	17.7	13.5	19.1	96.8	1,178,701	171,975	127,653	230,988	60,066	222,470	25,817
• East Lansing	48.4	.0212	22.7	55.4	15.5	7.4	8.8	13.1	133,276	22,689	25,753	584	9,500	13,436	4,006
• Lansing	130.5	.0571	28.1	14.6	18.2	14.1	23.2	50.8	713,888	105,430	69,235	128,739	44,385	176,493	14,425
Ionia	52.3	.0228	27.7	15.3	15.9	14.1	24.3	16.5	190,266	57,190	12,107	36,939	2,670	23,239	4,015
SUBURBAN TOTAL	293.5	.1283	27.7	14.9	18.0	15.9	21.0	98.6	1,107,556	226,498	97,046	255,738	28,057	139,602	23,679
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**179.8**	**.0787**	**29.5**	**12.2**	**15.3**	**15.6**	**25.9**	**62.8**	**630,251**	**121,155**	**60,466**	**154,729**	**25,282**	**91,944**	**22,202**
Muskegon	157.5	.0689	29.4	12.4	15.5	15.8	25.4	55.2	573,834	100,435	55,994	153,303	23,975	83,614	20,193
• Muskegon	40.5	.0177	32.2	13.9	12.6	14.2	32.2	15.7	174,181	30,095	14,343	23,548	9,868	34,576	6,469
• Muskegon Heights	14.4	.0063	29.2	12.7	13.4	13.4	28.8	5.2	27,312	4,003	3,528	1,216	3,279	5,782	1,244
• Norton Shores	22.0	.0096	29.3	10.9	14.3	20.5	21.4	7.7	149,725	11,921	11,398	85,795	2,466	22,026	2,025
Oceana	22.3	.0098	30.5	10.8	14.4	14.3	29.2	7.6	56,417	20,720	4,472	1,426	1,307	8,330	2,009
SUBURBAN TOTAL	102.9	.0451	28.8	11.7	17.0	15.4	24.0	34.2	279,033	75,136	31,197	44,170	9,669	29,560	12,464
SAGINAW	**228.7**	**.1001**	**28.4**	**12.6**	**17.1**	**15.8**	**23.1**	**77.3**	**1,025,516**	**215,614**	**122,001**	**192,007**	**50,561**	**130,056**	**35,905**
Saginaw	228.7	.1001	28.4	12.6	17.1	15.8	23.1	77.3	1,025,516	215,614	122,001	192,007	50,561	130,056	35,905
• Saginaw	76.5	.0335	29.2	14.0	15.0	14.3	27.0	28.0	238,071	50,856	26,874	16,339	7,477	43,243	11,524
SUBURBAN TOTAL	152.2	.0666	28.1	11.9	18.2	16.5	21.0	49.3	787,445	164,758	95,127	175,668	43,084	86,813	24,381

Once again, WJFM has scored a sharp increase in AQH listeners 18-34 during the broadcast day, 6 a.m. to 7 p.m., Monday through Friday. The October/November 1980 Arbitron report shows WJFM with an impressive 30% gain over April/ May 1980 in TSA and a 43% gain in Metro. That keeps us the strong #2 station in the market.

In addition, AQH listenership among Metro men 18-34 during the broadcast day is up 56%. And our 18-34 female audience during drive time, 6-10 a.m. and 3-7 p.m., has grown by a big 65%.

Our circle of friends is still growing!

With all the power of the nation's strongest FM station, we're playing the contemporary, mellow sounds young adults want to hear. We're moving up with the people who are moving up. Why don't you come along with us?

1.0 mv/m and 50 uv/m Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C. provide services as defined in Section 73.315 of those rules.

50th Telzer Anniversary

WJFM

GRAND RAPIDS AND WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives

MICH. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Alcona	9.9	.0043	39.9	7.7	12.1	13.0	41.3	3.8	28,387	7,213	3,72[illegible]	1,642	560	8,669	351
Alger	9.3	.0041	33.4	9.5	12.8	15.1	32.9	3.3	29,607	11,268	2,754	473	655	4,191	472
Allegan	82.7	.0362	29.3	11.8	16.0	15.1	25.8	27.9	204,727	43,404	18,295	3,403	4,954	56,526	10,746
Alpena	32.4	.0141	29.4	11.4	16.0	15.8	25.2	11.4	139,862	38,597	13,404	11,446	7,510	18,794	5,697
Antrim	16.5	.0073	32.7	9.5	13.8	13.6	33.2	5.9	49,558	16,591	5,557	655	1,891	7,269	1,383
Arenac	15.0	.0065	31.6	10.2	13.7	14.5	30.9	5.3	52,071	14,903	5,329	852	476	9,236	1,407
Baraga	8.5	.0037	33.3	10.6	13.0	12.5	35.4	3.0	32,901	7,220	2,485	3,803	255	5,713	723
Benzie	11.4	.0049	34.0	9.1	14.5	14.0	34.5	4.1	45,048	13,839	5,068		928	9,854	2,950
Branch	40.5	.0177	30.9	11.1	16.6	15.3	27.9	14.3	125,378	24,938	12,606	14,506	3,768	26,478	4,578
Cass	50.0	.0219	31.0	11.8	16.1	16.4	27.1	17.6	105,190	31,202	12,784	2,324	1,724	21,132	3,523
Charlevoix	20.2	.0089	31.2	10.3	15.2	15.1	29.1	7.3	73,391	24,660	7,207	1,667	4,570	11,882	2,793
Cheboygan	20.9	.0091	30.6	10.2	15.1	13.9	29.5	7.5	102,542	25,294	13,866	2,054	1,416	13,183	2,260
Chippewa	28.6	.0125	26.9	15.4	14.6	14.2	23.9	9.9	115,015	31,856	10,675	12,684	2,379	12,183	4,605
Clare	24.4	.0107	33.5	8.9	13.8	14.3	33.6	9.0	87,656	28,776	5,659	1,721	3,966	13,333	2,964
Crawford	9.7	.0043	30.6	10.8	14.7	14.3	29.2	3.4	51,029	11,722	6,434	4,762	748	8,688	809
Delta	39.2	.0171	31.3	10.9	13.6	15.2	29.8	13.8	164,249	36,946	14,421	20,371	7,593	29,843	1,711
Dickinson	25.5	.0112	36.9	8.5	12.8	15.6	36.4	9.7	113,362	17,359	10,496	24,558	5,606	18,272	2,423
Emmet	23.4	.0103	31.1	11.7	14.4	14.5	29.9	8.4	151,075	28,973	15,508	11,822	8,424	19,649	4,630
Gladwin	20.5	.0089	32.7	9.7	13.8	14.3	32.5	7.4	58,790	17,273	5,417	2,685	1,817	10,960	2,003
Gogebic	19.6	.0086	40.8	9.3	11.1	14.2	41.3	7.6	69,262	12,820	6,539	9,462	2,380	10,025	1,617
Grand Traverse	56.2	.0246	29.7	12.9	15.5	15.4	26.4	19.9	292,458	40,812	35,413	33,844	15,080	48,803	8,996
Gratiot	40.5	.0177	28.8	14.1	16.3	14.8	25.1	13.5	134,116	29,149	12,378	10,985	4,136	21,497	5,752
Hillsdale	42.5	.0186	30.3	13.3	15.5	14.7	28.0	14.6	124,177	35,319	8,759	11,305	3,461	24,146	5,753
Houghton	38.1	.0167	30.6	20.5	11.7	11.3	33.5	13.1	120,777	36,741	12,968	4,417	3,250	14,379	3,534
Huron	36.7	.0161	32.4	10.1	13.1	14.8	31.8	13.0	117,094	32,693	11,205	2,760	4,896	22,590	7,192
Iosco	28.6	.0126	27.1	15.0	16.2	14.0	23.1	10.4	98,726	27,249	9,177	3,129	3,698	15,443	5,439
Iron	13.7	.0060	44.3	6.6	9.2	16.1	43.9	5.5	57,274	16,510	4,074	2,519	1,093	5,734	995
Isabella	54.8	.0239	23.5	30.5	13.8	11.4	18.0	16.5	188,295	42,871	23,628	18,735	8,854	23,352	10,122
Kalkaska	11.4	.0050	30.7	8.5	13.5	12.0	32.2	4.0	43,051	12,027	3,825	255	264	14,083	941
Keweenaw	2.0	.0009	43.1	8.2	13.4	12.4	44.3	.8	4,946	2,107	936				
Lake	7.9	.0035	40.5	8.3	10.5	11.6	42.7	3.1	16,245	4,911	3,369	824	270	178	875
Leelanau	14.3	.0062	33.0	10.2	14.5	15.0	32.2	5.2	32,606	5,658	4,978	1,119	516	988	352
Lenawee	90.6	.0397	29.3	13.2	15.9	15.8	25.1	30.5	377,391	76,821	30,988	34,696	15,116	71,134	16,352
Luce	6.7	.0029	33.7	9.3	13.2	15.1	33.2	2.2	27,676	10,239	1,712	834	604	7,785	684
Mackinac	10.2	.0045	33.3	9.1	12.8	15.1	32.7	3.7	41,304	10,704	6,271	1,093	736	1,742	986
Manistee	23.2	.0102	34.0	9.4	14.5	14.8	33.8	8.7	76,356	17,192	5,663	7,701	1,695	15,159	3,636

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• LANSING STATE JOURNAL • BATTLE CREEK ENQUIRER AND NEWS • PORT HURON TIMES HERALD

MICH. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Marquette	75.0	.0328	26.3	18.2	15.3	14.1	22.5	25.1	287,610	63,717	31,998	34,746	13,168	37,205	6,330
Mason	26.7	.0117	33.9	9.8	14.2	15.3	33.2	9.9	96,857	24,245	11,937	12,079	3,061	13,617	5,331
Mecosta	37.6	.0164	23.9	30.5	13.5	10.5	21.3	11.4	116,985	21,954	14,457	13,527	5,432	19,269	3,811
Menominee	26.4	.0116	33.8	10.3	12.7	14.9	33.6	9.4	84,978	21,290	9,678	17,612	1,781	14,334	837
Midland	74.3	.0325	27.7	13.0	19.5	16.7	19.0	25.1	259,830	67,328	21,825	32,582	7,651	39,954	15,561
Missaukee	10.2	.0045	31.7	9.5	12.9	13.2	32.5	3.5	24,668	6,573	1,701	498	363	3,572	307
☐ Monroe	135.8	.0594	28.9	12.0	17.2	16.8	22.8	44.0	423,693	91,098	29,769	39,550	11,665	108,334	14,565
Montcalm	48.2	.0211	30.4	11.2	15.2	14.8	28.3	16.9	180,663	32,004	13,134	37,750	5,354	31,486	4,966
Montmorency	7.7	.0034	37.1	7.7	11.2	13.7	38.2	2.9	29,126	5,561	4,105	438	314	3,869	1,549
Newaygo	35.5	.0155	31.0	9.7	14.3	15.0	29.3	12.5	80,358	26,542	7,580	4,239	2,448	12,615	1,761
Ogemaw	16.8	.0073	34.7	8.3	12.8	13.4	36.2	6.1	71,240	22,745	3,165	1,754	2,504	9,111	3,192
Ontonagon	9.8	.0043	33.0	8.3	15.0	14.3	32.7	3.5	34,001	6,637	3,322	1,335	505	8,770	970
Osceola	19.2	.0084	30.4	11.3	14.2	14.4	29.0	6.7	43,763	14,730	3,206	1,004	534	3,129	1,862
Oscoda	7.0	.0031	40.5	7.4	11.2	13.8	41.3	2.6	17,842	6,503	3,483	136	510	464	1,041
Otsego	15.3	.0067	30.1	9.9	16.0	14.6	27.6	5.1	84,517	19,168	12,029	816	1,961	8,325	2,474
Presque Isle	14.4	.0063	32.6	9.1	12.8	14.6	32.4	5.1	43,232	13,470	3,323	2,774	2,449	6,687	1,611
Roscommon	16.9	.0074	42.0	7.1	11.3	12.9	43.1	6.8	74,841	24,466	9,547	1,174	1,380	6,069	3,175
St. Joseph	56.7	.0248	30.8	11.5	15.8	15.3	28.1	20.2	206,928	51,887	17,199	18,325	4,970	41,169	7,831
Sanilac	41.2	.0181	31.4	10.6	13.9	14.8	30.1	14.3	113,997	30,040	7,540	2,011	4,240	22,971	5,243
Schoolcraft	8.6	.0037	34.2	8.5	12.6	14.9	34.1	3.1	33,080	11,681	3,793	612	858	4,042	1,254
Tuscola	57.7	.0253	29.0	11.6	16.7	15.2	24.7	18.7	153,823	32,470	13,296	3,612	3,079	35,304	5,218
Wexford	25.5	.0111	31.6	9.8	14.7	15.0	30.0	9.2	147,784	36,482	10,660	9,510	7,166	27,255	6,343
TOTAL METRO COUNTIES	**7,671.6**	**3.3573**	**29.1**	**13.8**	**17.1**	**16.5**	**23.4**	**2,678.8**	**34,807,669**	**6,852,659**	**3,326,099**	**5,534,789**	**1,728,991**	**6,103,574**	**1,361,897**
TOTAL STATE	**9,287.9**	**4.0647**	**29.3**	**13.6**	**16.6**	**16.2**	**24.3**	**3,242.2**	**40,545,384**	**8,238,009**	**3,886,662**	**5,996,429**	**1,924,008**	**7,055,684**	**1,571,818**

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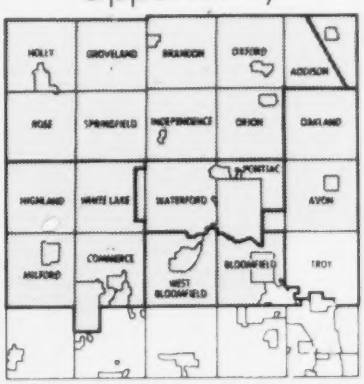

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*Based on ABC audit, March 31, 1980 and SM&M Survey of Buying Power, July 1980.

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MICH.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ANN ARBOR	**2,594,588**	**23,409**	**3.7**	**10.4**	**26.9**	**45.8**	**.1321**
Washtenaw	2,594,588	23,409	3.7	10.4	26.9	45.8	.1321
• Ann Arbor	1,077,325	22,285	4.3	11.7	25.8	43.6	.0592
SUBURBAN TOTAL	1,517,263	24,065	3.3	9.4	27.9	47.3	.0729
BATTLE CREEK	**1,402,558**	**19,215**	**4.4**	**12.9**	**33.0**	**30.8**	**.0745**
Barry	285,027	17,163	4.5	15.0	37.6	21.3	.0145
Calhoun	1,117,531	19,990	4.4	12.2	31.5	33.8	.0600
• Battle Creek	262,626	16,060	5.8	14.5	28.1	24.8	.0163
SUBURBAN TOTAL	1,139,932	19,941	4.0	12.4	34.4	32.5	.0582
BAY CITY	**912,668**	**20,374**	**3.7**	**10.5**	**34.5**	**33.8**	**.0516**
Bay	912,668	20,374	3.7	10.5	34.5	33.8	.0516
• Bay City	314,502	18,432	4.8	12.4	32.4	28.7	.0202
SUBURBAN TOTAL	598,166	21,446	3.1	9.3	36.0	36.8	.0314
BENTON HARBOR	**1,052,991**	**16,107**	**4.9**	**16.8**	**35.5**	**19.1**	**.0667**
Berrien	1,052,991	16,107	4.9	16.8	35.5	19.1	.0667
• Benton Harbor	69,029	12,520	6.4	17.4	29.5	11.3	.0061
St. Joseph	79,567	17,200	4.5	15.0	31.1	27.0	.0063
SUBURBAN TOTAL	983,962	16,400	4.8	16.8	35.9	19.8	.0606

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
DETROIT	**40,854,544**	**24,464**	**3.3**	**8.7**	**26.2**	**48.4**	**2.1522**
Lapeer	420,959	18,301	4.4	13.3	37.1	25.9	.0249
Livingston	629,225	18,184	5.1	15.1	36.9	25.9	.0376
Macomb	6,429,583	26,510	2.3	6.6	27.6	55.3	.3529
East Detroit	359,263	26,290	2.5	6.7	26.7	54.3	.0225
Roseville	459,303	24,921	2.7	7.5	31.3	49.7	.0270
St. Clair Shores	731,652	27,374	2.2	6.1	26.0	58.2	.0359
Sterling Heights	949,242	27,445	1.3	5.0	28.5	60.6	.0603
Warren	1,512,660	27,316	1.9	5.5	27.5	58.7	.0806
Oakland	11,932,929	28,699	2.4	6.7	22.3	60.0	.6038
Pontiac	558,851	19,521	4.4	11.3	33.8	32.0	.0325
Royal Oak	808,692	27,793	2.8	7.6	22.6	58.2	.0415
Southfield	1,168,792	35,257	1.7	4.6	14.3	73.4	.0735
St. Clair	999,871	19,183	4.4	11.4	32.5	31.1	.0564
Wayne	20,441,977	22,842	3.8	9.7	26.3	43.9	1.0766
Allen Park	375,118	30,646	2.1	5.2	19.4	68.1	.0170
Dearborn	1,001,971	27,059	3.2	7.9	21.6	55.3	.0736
Dearborn Heights	674,678	28,276	1.9	5.2	25.3	61.3	.0324

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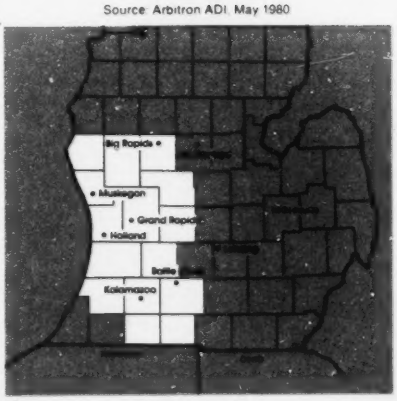
THE TWELVE TWICE WEEKLY
Observer & Eccentric
NEWSPAPERS

MICH. (cont.) S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Detroit	9,704,728	19,440	4.7	11.8	27.8	34.5	.4560
Garden City	316,972	28,414	1.8	4.8	24.1	63.7	.0175
Lincoln Park	414,841	25,816	2.9	6.8	26.7	53.1	.0235
Livonia	1,044,613	32,836	1.2	3.2	16.9	74.6	.0650
Taylor	634,028	25,950	2.0	6.1	31.7	53.9	.0425
Westland	751,438	26,974	1.8	6.3	28.9	57.7	.0437
Wyandotte	290,873	22,933	3.3	8.7	30.4	42.8	.0128
SUBURBAN TOTAL	31,149,816	26,379	2.7	7.4	25.4	54.3	1.6962
DETROIT - ANN ARBOR CONSOLIDATED AREA	***43,449,132***	***24,407***	***3.3***	***8.8***	***26.1***	***48.3***	***2.2843***
FLINT	**4,559,763**	**23,432**	**3.2**	**9.5**	**29.1**	**45.2**	**.2494**
Genesee	4,086,417	24,314	3.1	8.8	27.8	47.9	.2221
• Flint	1,398,733	21,736	3.8	10.5	29.6	39.9	.0726
Shiawassee	473,346	18,748	4.2	13.3	37.4	26.9	.0273
SUBURBAN TOTAL	3,161,030	24,251	3.0	8.8	28.9	47.6	.1768
GRAND RAPIDS	**4,486,293**	**19,426**	**4.3**	**13.1**	**35.1**	**30.6**	**.2593**
Kent	3,427,768	19,632	4.5	12.7	33.6	31.8	.2001
• Grand Rapids	1,206,151	15,535	6.2	16.7	30.8	21.1	.0758
Wyoming	450,813	20,517	4.0	12.0	39.7	31.7	.0268
Ottawa	1,058,525	18,915	3.8	14.5	39.8	26.6	.0592
SUBURBAN TOTAL	3,280,142	21,073	3.4	11.4	37.1	35.1	.1835
JACKSON	**1,053,654**	**18,742**	**4.4**	**13.0**	**36.1**	**28.3**	**.0600**
Jackson	1,053,654	18,742	4.4	13.0	36.1	28.3	.0600
• Jackson	263,588	15,683	6.0	15.4	31.6	20.8	.0167
SUBURBAN TOTAL	790,066	19,860	3.8	12.1	37.9	31.3	.0433
KALAMAZOO - PORTAGE	**2,093,579**	**18,553**	**4.9**	**13.7**	**33.7**	**28.9**	**.1195**
Kalamazoo	1,656,206	19,044	4.6	13.5	34.1	30.2	.0954
• Kalamazoo	623,794	16,944	6.0	14.7	28.7	27.8	.0380
• Portage	306,504	22,807	2.7	8.7	39.6	41.4	.0193
Van Buren	437,373	16,978	5.6	14.3	32.7	24.4	.0241
SUBURBAN TOTAL	1,163,281	18,164	4.8	14.2	35.0	26.7	.0622
LANSING - EAST LANSING	**3,989,436**	**21,953**	**4.0**	**10.4**	**30.2**	**40.7**	**.2118**
Clinton	438,383	23,248	3.0	8.7	31.5	44.2	.0215
Eaton	699,094	21,084	3.5	10.9	35.0	36.4	.0407
Ingham	2,529,555	22,835	4.3	10.1	27.4	43.8	.1303
• East Lansing	446,221	21,979	6.2	12.6	22.9	42.9	.0207
• Lansing	1,194,623	22,157	4.3	10.4	28.6	41.5	.0665
Ionia	322,404	18,449	4.3	12.4	36.0	26.8	.0193
SUBURBAN TOTAL	2,348,592	21,857	3.5	10.0	32.1	40.0	.1246
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**1,102,336**	**16,358**	**5.3**	**16.8**	**36.0**	**19.6**	**.0656**
Muskegon	993,931	16,844	5.2	16.4	36.9	20.7	.0590
• Muskegon	259,820	15,153	6.2	16.9	32.7	18.0	.0161
• Muskegon Heights	78,465	14,158	6.3	17.5	32.5	14.2	.0043
• Norton Shores	173,993	20,269	3.4	12.5	37.9	33.4	.0114
Oceana	108,405	12,771	6.5	20.1	29.9	10.3	.0066
SUBURBAN TOTAL	590,058	16,332	5.2	17.6	37.8	17.9	.0338
SAGINAW	**1,919,171**	**23,175**	**3.6**	**8.8**	**28.8**	**44.1**	**.1048**
Saginaw	1,919,171	23,175	3.6	8.8	28.8	44.1	.1048
• Saginaw	618,628	20,315	4.8	10.8	29.3	35.8	.0312
SUBURBAN TOTAL	1,300,543	24,659	2.9	7.6	28.7	48.8	.0736
OTHER COUNTIES							
Alcona	54,132	11,651	7.3	17.3	25.3	13.5	.0033
Alger	44,663	12,797	7.9	24.0	31.9	7.5	.0029
Allegan	440,795	15,086	5.6	19.3	36.1	14.3	.0258
Alpena	198,467	16,254	5.2	15.4	37.4	18.5	.0126
Antrim	91,806	13,590	8.8	19.0	29.3	15.8	.0055
Arenac	88,360	15,452	5.8	15.4	32.3	19.5	.0053
Baraga	41,168	12,160	7.8	23.0	27.5	7.5	.0030
Benzie	62,484	13,355	8.2	18.8	28.0	15.4	.0041
Branch	276,851	17,423	5.4	14.9	29.9	27.8	.0150
Cass	302,244	16,107	5.6	17.9	36.0	18.4	.0160
Charlevoix	105,180	13,151	8.3	20.1	30.7	11.5	.0070
Cheboygan	102,486	11,981	7.7	23.0	26.8	9.6	.0078
Chippewa	164,023	14,176	6.6	20.5	28.9	17.5	.0106
Clare	120,913	12,047	6.6	19.3	28.4	10.2	.0081

ACTIVE 3

Source: Arbitron ADI, May 1980



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The people in Greater Western Michigan are Active people and they're moving with WKZO-TV. Just look at the numbers. **GRAND RAPIDS—KALAMAZOO—BATTLE CREEK TV MARKET.**

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- 35th in food store sales—nearly $1.3 billion.
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Reach your prime target audience in Grand Rapids—Kalamazoo—Battle Creek with the market's leading station.

WKZO-TV ranks first from 9 a.m. to Midnight, Sunday through Saturday in

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- Total Women
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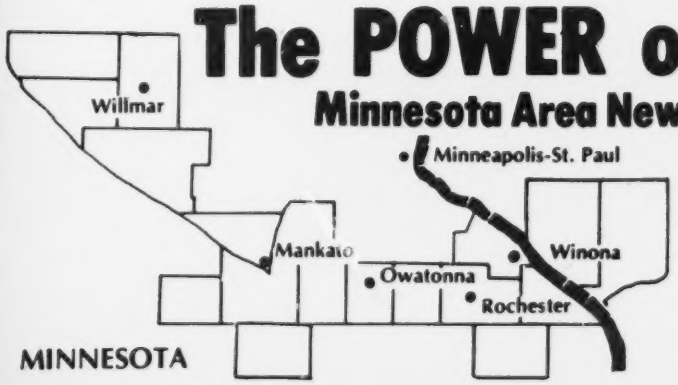
Avery-Knodel Television National Representatives

MICH. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Crawford	47,212	11,717	9.5	21.6	26.4	10.5	.0037
Delta	222,439	15,046	5.1	16.7	34.9	15.2	.0146
Dickinson	156,522	14,823	6.0	16.0	32.1	17.3	.0103
Emmet	144,513	14,539	6.5	18.5	30.2	8.2	.0108
Gladwin	106,956	13,468	6.5	17.7	32.8	12.0	.0065
Gogebic	112,520	13,598	6.2	15.2	31.8	13.7	.0071
Grand Traverse	374,958	16,937	5.1	18.0	33.2	23.8	.0244
Gratiot	276,136	18,444	4.7	13.9	33.3	26.9	.0152
Hillsdale	283,754	16,126	4.8	14.3	33.0	27.4	.0154
Houghton	158,310	9,650	8.6	20.6	20.3	7.7	.0115
Huron	212,724	14,056	6.1	16.5	28.0	18.9	.0127
Iosco	161,284	13,031	7.8	21.7	28.5	13.3	.0101
Iron	68,144	10,786	7.8	18.9	27.4	6.7	.0047
Isabella	317,533	16,461	6.1	14.8	33.1	21.8	.0195
Kalkaska	52,037	11,247	9.4	19.9	26.0	10.0	.0037
Keweenaw	10,357	9,491	13.0	17.3	21.5	7.9	.0006
Lake	29,426	7,536	9.4	18.3	16.1	4.0	.0020
Leelanau	78,945	12,917	8.7	19.9	28.8	14.2	.0044
Lenawee	625,951	19,291	3.9	11.9	35.8	30.0	.0368
Luce	38,041	15,781	6.8	17.4	33.7	19.6	.0024
Mackinac	51,224	12,027	9.2	20.7	26.9	11.3	.0036
Manistee	129,433	13,922	5.4	19.7	33.1	11.7	.0080
Marquette	458,694	16,067	5.5	17.5	36.2	18.1	.0281
Mason	132,556	12,404	7.8	24.1	28.9	8.4	.0090

ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Marquette	176,671	12,355	8.2	22.6	26.2	11.7	.0118
Menominee	145,456	13,888	6.3	19.4	32.2	13.3	.0090
Midland	554,785	20,263	3.4	11.4	38.7	31.4	.0299
Missaukee	43,661	10,811	9.7	20.0	25.2	8.6	.0028
Monroe	1,102,686	23,950	3.0	8.1	29.9	46.3	.0554
Montcalm	252,378	13,652	6.6	20.5	32.6	11.9	.0168
Montmorency	29,636	8,119	10.3	21.5	13.9	5.0	.0024
Newaygo	190,984	13,280	6.6	20.0	31.0	11.7	.0109
Ogemaw	78,345	10,770	7.9	20.3	23.0	9.8	.0058
Ontonagon	47,361	13,379	5.0	25.7	33.0	7.3	.0033
Osceola	117,360	15,423	5.1	16.7	30.0	21.6	.0063
Oscoda	37,670	11,244	8.1	17.4	24.4	12.1	.0022
Otsego	90,172	15,442	4.8	21.0	32.7	19.0	.0064
Presque Isle	76,594	12,920	6.2	18.0	31.6	10.3	.0049
Roscommon	72,103	8,338	9.7	17.9	18.0	6.1	.0056
St. Joseph	345,857	15,831	5.9	17.3	34.0	19.2	.0210
Sanilac	201,796	12,958	6.7	19.4	30.7	11.0	.0127
Schoolcraft	48,048	13,713	5.5	18.2	28.4	17.2	.0031
Tuscola	366,691	18,329	4.2	13.2	34.3	27.8	.0199
Wexford	145,156	14,402	6.5	16.9	32.7	15.2	.0108
TOTAL METRO COUNTIES	**67,124,267**	**22,642**	**3.6**	**10.0**	**28.8**	**42.9**	**3.6029**
TOTAL STATE	**70,490,232**	**21,100**	**4.1**	**11.3**	**29.3**	**38.5**	**4.1806**

MINNESOTA

MINN. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				House-holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DULUTH - SUPERIOR	**267.2**	**.1169**	**31.8**	**13.4**	**13.4**	**15.8**	**29.9**	**99.3**	**1,095,627**	**231,589**	**106,183**	**162,119**	**47,791**	**145,219**	**27,652**
St. Louis	222.7	.0974	31.9	13.3	13.4	16.1	29.7	82.6	943,694	201,088	86,602	150,519	44,723	127,995	23,263
• Duluth	92.4	.0404	31.7	15.7	13.4	15.3	30.3	35.9	448,956	84,577	54,265	109,748	26,012	47,637	12,413
Douglas, Wisc.	*44.5*	*.0195*	*31.2*	*14.2*	*14.0*	*14.2*	*30.6*	*16.7*	*151,933*	*30,501*	*19,581*	*11,600*	*3,068*	*17,224*	*4,389*
• *Superior*	*29.4*	*.0129*	*31.1*	*15.9*	*13.6*	*13.8*	*30.9*	*11.5*	*123,199*	*24,373*	*13,217*	*11,136*	*2,840*	*17,036*	*4,389*
SUBURBAN TOTAL	145.4	.0636	31.9	11.5	13.4	16.5	29.4	51.9	523,472	122,639	38,701	41,235	18,939	80,546	10,850
FARGO - MOORHEAD	**139.0**	**.0608**	**26.2**	**21.7**	**16.7**	**13.9**	**21.4**	**50.1**	**806,255**	**123,201**	**91,262**	**101,634**	**41,995**	**166,399**	**22,347**
Clay	49.4	.0216	24.9	24.5	15.0	14.3	20.2	16.5	184,575	41,227	25,775	3,960	14,778	28,825	7,478
• Moorhead	29.9	.0131	23.7	32.9	14.5	12.9	16.6	9.7	144,129	35,104	21,722	3,534	12,898	22,988	5,024
Cass, N. D.	*89.6*	*.0392*	*26.9*	*20.2*	*17.6*	*13.6*	*22.1*	*33.6*	*621,680*	*81,974*	*65,487*	*97,674*	*27,217*	*137,574*	*14,869*
• *Fargo*	*62.0*	*.0271*	*25.8*	*23.5*	*16.4*	*13.9*	*21.0*	*23.8*	*543,344*	*65,545*	*58,423*	*85,407*	*25,869*	*128,650*	*13,967*
SUBURBAN TOTAL	47.1	.0206	29.3	12.3	18.3	14.5	25.0	16.6	118,782	22,552	11,117	12,693	3,228	14,761	3,356
MINNEAPOLIS - ST. PAUL	**2,127.6**	**.9311**	**28.6**	**14.8**	**19.4**	**16.3**	**21.3**	**778.3**	**10,539,044**	**1,793,637**	**1,010,199**	**1,859,510**	**422,091**	**1,910,049**	**263,194**
Anoka	199.5	.0873	26.2	12.8	24.4	17.4	11.1	62.8	728,657	114,365	68,560	194,870	21,260	95,197	11,872
Carver	37.8	.0165	29.0	11.4	16.8	16.9	23.1	12.4	99,504	19,617	5,908	876	3,010	27,577	1,722
Chisago	26.4	.0116	31.5	9.0	15.2	15.4	29.2	8.6	94,700	21,244	7,434	556	1,293	24,382	1,483



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MINN. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Dakota	198.6	.0869	27.2	11.9	22.6	17.1	15.2	66.6	1,007,528	231,635	90,650	155,581	40,627	156,256	36,811
Hennepin	940.4	.4115	29.6	16.5	18.8	16.4	23.5	370.9	5,520,654	838,749	527,585	1,060,588	254,258	937,675	126,662
Bloomington	81.7	.0358	27.2	11.8	23.3	21.5	10.4	27.2	560,761	48,331	82,835	84,809	11,094	144,005	19,848
Edina	46.2	.0202	34.0	8.8	14.1	22.6	26.0	17.0	461,744	62,526	21,118	139,630	39,715	46,609	4,524
• Minneapolis	366.3	.1603	31.3	20.1	16.7	12.9	31.0	166.6	1,451,187	217,974	181,851	247,510	86,593	148,558	49,127
Richfield	37.2	.0163	28.6	17.6	20.3	17.9	19.2	14.6	308,708	37,439	17,641	42,671	23,417	86,627	9,522
St. Louis Park	42.4	.0186	31.1	14.0	20.4	17.3	24.7	17.1	256,683	27,021	23,991	19,615	14,457	75,721	11,034
Ramsey	458.7	.2008	29.1	16.5	17.7	15.4	24.1	172.6	2,236,231	381,132	239,718	420,760	81,287	465,482	57,523
• St. Paul	267.3	.1170	30.7	17.5	15.9	13.7	29.4	109.6	1,135,167	233,730	154,120	187,716	40,615	189,419	32,146
Scott	44.8	.0196	26.7	12.1	18.3	15.2	19.7	14.0	135,977	24,181	12,165	1,547	1,007	33,939	3,248
Washington	116.1	.0508	27.5	10.6	21.7	17.8	15.9	36.4	366,601	85,272	31,188	14,311	8,196	77,746	13,505
Wright	60.7	.0266	28.5	10.3	15.9	14.4	25.3	19.2	208,629	42,507	15,037	4,774	8,263	61,721	3,459
St. Croix, Wisc.	*44.6*	*.0195*	*28.5*	*11.2*	*16.3*	*15.4*	*24.0*	*14.8*	*140,563*	*34,935*	*11,954*	*5,647*	*2,890*	*30,074*	*6,909*
SUBURBAN TOTAL	1,494.0	.6538	27.8	13.0	20.7	17.6	17.5	502.1	7,952,690	1,341,933	674,228	1,424,284	294,883	1,572,072	181,921
ROCHESTER	**92.7**	**.0406**	**28.4**	**13.6**	**21.6**	**15.6**	**20.2**	**33.4**	**532,651**	**85,689**	**45,784**	**79,166**	**22,782**	**103,921**	**18,411**
Olmsted	92.7	.0406	28.4	13.6	21.6	15.6	20.2	33.4	532,651	85,689	45,784	79,166	22,782	103,921	18,411
• Rochester	58.2	.0255	29.0	15.4	21.5	15.4	21.7	22.2	454,582	75,548	41,655	79,134	22,245	58,178	16,647
SUBURBAN TOTAL	34.5	.0151	27.5	10.6	21.8	15.9	17.8	11.2	78,069	10,141	4,129	32	537	45,743	1,764
ST. CLOUD	**165.9**	**.0726**	**25.6**	**17.5**	**14.9**	**14.1**	**21.8**	**50.8**	**778,076**	**86,212**	**55,484**	**88,880**	**23,136**	**105,076**	**14,922**
Benton	25.6	.0112	26.6	14.3	16.0	13.7	22.8	8.5	83,418	21,019	12,854	748	2,910	5,472	1,816
Sherburne	30.9	.0135	26.5	16.4	16.6	13.6	22.4	9.3	57,999	3,066	5,492	407	1,083	18,292	1,056
Stearns	109.4	.0479	25.0	18.6	14.2	14.3	21.5	33.0	636,659	62,127	37,138	87,725	19,143	81,312	12,050
• St. Cloud	42.9	.0188	24.4	28.0	13.9	12.8	21.1	13.4	496,877	30,332	28,054	84,915	12,239	37,309	9,911
SUBURBAN TOTAL	123.0	.0538	26.3	13.8	15.4	14.5	22.1	37.4	281,199	55,880	27,430	3,965	10,897	67,767	5,011
OTHER COUNTIES															
Aitkin	13.6	.0060	40.0	6.9	10.9	14.4	40.4	5.1	39,995	7,820	3,670	3,260	144	6,439	1,555
Becker	29.8	.0130	32.1	9.2	13.0	14.9	31.4	10.4	103,552	20,665	7,226	8,273	2,774	17,182	2,121
Beltrami	31.4	.0138	25.4	21.2	13.2	13.1	24.3	10.3	134,530	26,458	16,673	12,534	5,871	27,373	1,987
Big Stone	7.7	.0034	37.9	7.6	11.7	15.9	37.2	2.9	29,741	2,797	3,639	725	322	4,610	1,031
Blue Earth	52.5	.0229	25.1	25.0	14.4	13.1	22.7	18.3	282,312	54,377	31,416	29,175	11,989	63,677	9,665
Brown	28.7	.0126	31.9	12.7	14.0	15.5	30.1	10.1	109,660	28,703	9,676	5,131	2,271	18,123	3,016
Carlton	30.1	.0132	31.4	10.5	14.9	17.4	27.2	10.3	119,263	27,843	9,237	7,922	1,842	26,896	3,423
Cass	21.4	.0094	37.5	8.4	11.6	14.1	38.3	7.6	58,224	14,296	5,298	1,043	452	6,348	719
Chippewa	15.0	.0065	34.7	8.9	13.7	15.9	33.7	5.7	50,527	9,212	3,449	4,476	1,230	9,643	2,152
Clearwater	8.8	.0039	35.1	8.9	12.3	14.2	35.9	3.0	21,616	3,911	1,386	2,136	661	2,320	1,134
Cook	4.1	.0018	35.6	7.9	16.0	18.0	32.7	1.6	17,160	2,544	2,448	1,117	108	1,369	436
Cottonwood	14.9	.0065	35.4	8.5	13.5	15.7	34.8	5.5	55,018	11,657	3,598	3,607	2,065	13,609	1,028
Crow Wing	42.4	.0185	32.7	10.7	14.0	14.9	31.9	15.6	172,189	33,789	17,493	16,472	6,205	30,347	4,518
Dodge	15.0	.0066	31.9	9.1	15.6	15.6	29.6	5.1	41,535	10,500	2,945	316	549	9,676	748
Douglas	28.3	.0124	33.2	11.5	13.1	15.1	32.6	10.3	113,577	16,820	12,184	6,769	6,523	18,573	4,643
Faribault	19.7	.0086	35.6	8.9	13.0	16.0	34.6	7.5	67,994	12,601	6,243	961	1,923	15,675	2,093
Fillmore	21.9	.0096	35.9	8.8	12.9	15.9	35.0	7.9	71,481	18,981	4,912	877	3,564	19,014	1,790
Freeborn	36.3	.0159	31.9	11.8	15.4	16.8	28.5	13.4	163,071	27,311	11,875	17,688	5,643	45,887	5,274
Goodhue	39.1	.0171	33.3	9.8	14.5	15.7	31.9	13.9	159,344	48,596	14,612	11,868	5,656	30,120	4,421
Grant	7.2	.0032	39.6	6.9	12.5	15.5	39.2	2.7	19,736	4,188	2,044	160	162	6,709	877
Houston	19.7	.0086	32.0	10.8	13.5	16.4	29.7	6.9	43,595	13,569	4,687	1,281	1,367	3,054	586
Hubbard	14.4	.0063	36.8	7.7	12.8	14.5	37.2	5.2	57,960	17,472	3,788	1 342	1,664	9,754	1,885
Isanti	24.2	.0106	30.1	10.4	16.6	15.0	26.9	7.8	54,005	14,536	3,438	4,024	2,358	9,213	2,381
Itasca	43.7	.0192	31.5	9.9	13.0	16.6	28.9	15.4	173,830	38,191	13,603	12,235	2,584	28,387	3,859
Jackson	13.7	.0059	34.7	10.7	12.2	16.5	33.1	5.0	34,102	8,245	2,641	151	1,371	8,656	1,701
Kanabec	12.4	.0055	32.7	8.4	14.7	14.7	31.9	4.4	34,260	9,830	2,748	1,196	542	7,159	802
Kandiyohi	37.3	.0163	32.1	11.7	12.7	15.8	30.3	13.2	144,510	22,180	14,236	21,841	5,158	16,670	4,899
Kittson	6.7	.0029	36.7	7.8	12.1	16.3	35.6	2.5	20,738	5,126	1,593	623	834	3,413	1,133
Koochiching	17.6	.0077	30.6	11.0	14.3	17.1	26.6	6.2	70,506	12,419	6,383	4,476	2,390	8,825	3,498
Lac qui Parle	10.6	.0047	39.7	6.7	11.3	16.6	38.7	3.9	25,829	4,801	1,723	593	1,453	5,842	881
Lake	13.0	.0057	30.2	10.4	16.3	17.9	24.2	4.6	43,993	9,650	3,585	690	288	12,250	1,135
Lake of the Woods	3.8	.0016	32.5	9.3	14.2	14.8	31.7	1.4	12,003	1,434	1,192	330		600	322
Le Sueur	23.6	.0104	32.4	10.3	14.9	14.8	31.3	8.2	63,714	12,972	4,947	731	1,901	11,763	2,869
Lincoln	8.2	.0035	37.0	7.1	12.0	16.3	36.0	3.0	27,010	2,939	2,717	893	1,126	5,874	930
Lyon	25.3	.0111	29.1	16.0	13.7	14.3	27.6	8.8	99,355	15,111	7,866	9,604	3,811	13,294	4,010
McLeod	29.9	.0131	31.7	11.8	16.4	15.7	28.9	10.6	121,948	26,813	6,726	7,965	4,488	27,167	4,235
Mahnomen	5.5	.0024	29.9	7.7	11.9	14.3	29.7	1.8	14,538	3,037	920	1,055	321	2,690	461
Marshall	13.0	.0057	33.8	7.9	13.6	15.9	32.5	4.5	36,265	5,953	3,097	780	251	7,042	457
Martin	24.8	.0108	35.2	9.4	13.9	16.2	34.1	9.5	102,697	30,846	9,613	8,533	5,708	17,533	3,319
Meeker	20.8	.0092	33.6	9.5	13.2	15.4	32.7	7.3	58,674	10,792	5,921	4,066	1,774	8,969	1,680
Mille Lacs	18.7	.0081	34.0	8.7	14.1	15.0	33.6	6.6	75,700	15,403	3,712	2,119	1,745	17,553	1,351
Morrison	29.6	.0130	30.3	9.4	12.8	15.1	28.9	9.7	76,075	13,166	8,634	4,719	1,295	10,903	3,488
Mower	40.1	.0175	32.6	10.9	13.3	17.8	29.0	15.1	148,594	32,483	13,330	14,270	9,855	27,636	7,843
Murray	11.5	.0051	33.4	8.4	12.3	16.2	31.8	4.1	31,559	9,479	3,294	951	1,838	4,538	1,191
Nicollet	27.2	.0119	27.2	19.8	15.6	14.5	23.4	8.8	67,503	16,047	11,487	1,064	2,084	14,778	3,423
Nobles	21.8	.0095	32.1	11.2	14.3	16.2	29.6	7.9	91,434	13,466	7,545	7,746	3,941	20,818	2,794
Norman	9.3	.0041	39.7	7.4	12.1	16.0	39.0	3.4	24,530	5,093	1,809	143	359	6,687	932
Otter Tail	52.5	.0229	37.1	8.7	12.0	15.7	36.5	18.9	165,074	28,708	15,763	6,838	6,869	33,972	4,236
Pennington	15.4	.0068	30.2	13.3	13.9	14.1	29.3	5.6	82,146	13,432	5,899	8,551	3,897	12,312	2,315
Pine	20.2	.0088	34.5	7.8	13.2	15.3	34.1	7.0	64,687	12,870	8,365	1,658	797	19,281	914
Pipestone	11.6	.0051	33.9	10.2	12.5	15.9	32.8	4.4	45,954	8,264	3,345	3,323	2,039	6,084	965
☐ Polk	34.8	.0152	32.6	11.2	12.8	15.6	31.2	12.3	149,816	33,087	14,891	5,672	5,620	17,288	7,942
Pope	11.7	.0051	38.6	7.0	12.0	15.9	37.8	4.3	21,770	5,345	3,188	832	114	2,614	1,003
Red Lake	5.5	.0024	31.3	9.6	12.9	14.1	31.1	1.9	14,297	2,657	1,775	257	994	2,142	196
Redwood	19.3	.0084	34.4	8.3	13.7	15.6	33.6	6.9	61,982	12,686	3,661	1,721	3,123	11,652	2,446

MINN. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Renville	20.3	.0089	35.7	7.9	12.4	15.9	34.9	7.4	48,767	10,400	4,744	938	1,367	14,246	2,185
Rice	46.6	.0204	28.2	18.3	15.1	14.1	25.6	14.6	150,989	32,360	20,248	6,012	5,653	24,416	2,230
Rock	10.7	.0047	32.3	10.0	13.7	16.4	29.9	3.9	27,090	4,959	3,510	1,128	672	8,058	528
Roseau	12.7	.0056	32.2	8.7	13.5	15.4	30.8	4.4	41,304	10,113	2,826	3,248	1,710	7,353	1,346
Sibley	15.4	.0068	33.4	8.9	13.9	15.9	31.9	5.4	37,511	6,537	3,459	2,014	937	5,580	921
Steele	30.7	.0134	30.9	11.4	16.1	16.0	27.4	10.8	110,500	19,248	12,150	10,586	5,728	21,727	3,172
Stevens	11.4	.0050	29.4	17.9	11.3	15.6	28.1	3.9	40,930	9,322	3,616	2,438	1,667	5,135	2,122
Swift	12.9	.0056	35.5	8.5	12.0	15.6	35.0	4.7	43,799	10,327	2,846	2,811	598	5,332	1,942
Todd	25.3	.0111	33.9	8.2	12.1	15.2	33.5	8.7	64,899	15,232	4,133	2,353	519	13,073	1,633
Traverse	5.5	.0024	37.6	6.6	11.7	16.7	36.2	2.0	18,799	3,665	1,720	583	1,017	4,013	464
Wabasha	19.6	.0086	32.6	9.4	14.2	14.3	32.3	6.9	52,454	9,420	4,510	757	1,106	9,137	2,129
Wadena	14.3	.0063	32.3	9.4	12.3	14.3	32.4	4.9	63,781	10,796	2,791	4,884	2,337	11,840	1,516
Waseca	18.6	.0081	32.3	10.3	14.8	15.5	30.5	6.6	54,224	12,426	5,561	3,872	1,494	9,186	1,835
Watonwan	12.3	.0054	34.2	9.1	14.0	16.0	32.9	4.7	46,260	8,033	5,226	2,021	1,395	15,176	1,548
Wilkin	8.3	.0036	33.2	10.6	13.0	16.3	31.3	2.9	29,178	6,002	2,778	443	818	4,064	2,105
Winona	46.4	.0203	28.6	19.8	14.0	13.8	27.2	15.8	157,711	36,779	15,275	17,536	5,569	28,308	3,963
Yellow Medicine	13.6	.0059	34.8	9.4	12.8	15.7	34.1	5.0	37,064	8,212	2,825	1,273	1,021	5,651	1,384
TOTAL METRO COUNTIES	**2,648.5**	**1.1590**	**28.6**	**15.0**	**18.6**	**16.1**	**22.1**	**959.1**	**12,987,293**	**2,206,005**	**1,226,781**	**2,182,060**	**530,240**	**2,263,080**	**328,301**
TOTAL STATE	**4,103.6**	**1.7959**	**29.7**	**13.7**	**16.8**	**15.9**	**25.2**	**1,473.7**	**18,053,915**	**3,257,920**	**1,688,254**	**2,516,068**	**702,161**	**3,228,090**	**486,095**

MINN.
ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
DULUTH - SUPERIOR	**2,000,654**	**18,436**	**5.3**	**11.7**	**31.8**	**28.8**	**.1126**
St. Louis	1,689,304	18,780	5.1	11.4	31.7	30.0	.0953
• Duluth	760,424	18,623	5.6	11.7	27.7	32.1	.0430
Douglas, Wisc.	*311,350*	*16,814*	*5.9*	*13.3*	*33.2*	*22.4*	*.0173*
• *Superior*	*222,379*	*16,884*	*6.0*	*13.4*	*31.3*	*24.2*	*.0125*
SUBURBAN TOTAL	1,017,851	18,628	4.8	11.3	34.9	27.5	.0571
FARGO - MOORHEAD	**1,188,798**	**21,063**	**4.8**	**12.0**	**27.6**	**38.6**	**.0700**
Clay	415,959	22,583	4.2	10.9	27.4	42.6	.0215
• Moorhead	252,928	23,702	3.8	10.1	26.3	46.1	.0141
Cass, N. D.	*772,839*	*20,281*	*5.1*	*12.6*	*27.6*	*36.7*	*.0485*
• *Fargo*	*587,280*	*21,917*	*4.9*	*11.7*	*25.0*	*41.6*	*.0385*
SUBURBAN TOTAL	348,590	18,689	5.2	13.7	32.0	29.9	.0174
MINNEAPOLIS - ST. PAUL	**19,563,065**	**22,788**	**3.8**	**10.3**	**29.3**	**42.9**	**1.0529**
Anoka	1,481,775	22,822	2.4	8.2	41.4	39.8	.0810
Carver	300,508	22,201	4.0	9.5	27.8	42.0	.0146
Chisago	170,638	19,133	4.7	9.7	31.7	29.9	.0101
Dakota	1,563,937	21,881	3.3	9.9	39.5	37.3	.0918

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Hennepin	9,811,526	23,737	4.0	10.5	25.2	46.4	.5242
Bloomington	865,905	29,849	1.4	5.0	21.3	68.3	.0484
Edina	802,566	39,931	1.3	4.3	11.9	77.5	.0405
• Minneapolis	3,500,291	17,960	5.9	14.6	27.1	31.0	.1736
Richfield	399,810	26,305	2.2	8.0	29.6	55.0	.0239
St. Louis Park	473,998	25,056	2.6	8.9	29.5	50.3	.0247
Ramsey	4,340,288	22,788	4.1	10.4	27.2	43.3	.2292
• St. Paul	2,530,597	20,259	4.9	12.1	27.7	36.4	.1284
Scott	334,867	22,111	3.9	9.2	31.8	39.8	.0174
Washington	911,422	23,301	3.0	8.5	34.6	43.2	.0468
Wright	315,503	15,280	6.4	17.0	33.1	17.9	.0205
St. Croix, Wisc.	*332,601*	*20,020*	*4.6*	*11.3*	*32.4*	*33.4*	*.0173*
SUBURBAN TOTAL	13,532,177	24,507	2.9	8.4	30.3	48.3	.7509
ROCHESTER	**852,593**	**23,371**	**4.3**	**10.2**	**25.5**	**45.3**	**.0483**
Olmsted	852,593	23,371	4.3	10.2	25.5	45.3	.0482
• Rochester	567,173	23,439	4.4	10.4	23.7	45.8	.0348
SUBURBAN TOTAL	285,420	23,272	3.9	10.0	29.2	44.1	.0134

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Sources: May/November 1980 Reader Demographic Study; 1980 Sales and Marketing Management Survey of Buying Power.

MINN. (cont.) S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ST. CLOUD	**1,021,348**	**17,718**	**5.4**	**13.7**	**33.7**	**25.9**	**.0667**	Lincoln	40,407	11,216	8.3	19.4	22.9	12.9	.0027
Benton	160,206	17,167	5.7	15.0	32.9	24.9	.0092	Lyon	180,820	17,961	6.0	14.0	30.8	28.1	.0103
Sherburne	186,613	18,451	4.6	13.5	37.3	25.7	.0096	McLeod	258,108	21,811	4.5	11.6	25.1	41.6	.0134
Stearns	674,529	17,652	5.6	13.4	33.0	26.1	.0479	Mahnomen	29,149	12,361	6.7	15.5	22.1	20.5	.0018
• St. Cloud	324,364	20,509	5.1	11.6	29.7	35.9	.0281	Marshall	72,688	13,693	7.5	16.6	28.2	17.4	.0042
SUBURBAN TOTAL	696,984	16,956	5.6	14.4	35.3	22.2	.0386	Martin	204,880	18,721	5.2	14.3	28.7	32.1	.0110
								Meeker	135,892	15,429	6.7	14.3	25.0	26.1	.0074
OTHER COUNTIES								Mille Lacs	109,654	14,175	6.7	15.4	28.8	18.7	.0070
Aitkin	62,189	9,783	8.4	17.9	22.6	8.6	.0041	Morrison	168,595	14,026	6.6	15.2	27.9	19.0	.0097
Becker	179,225	13,818	6.9	15.6	25.6	20.8	.0107	Mower	319,310	19,926	5.0	11.2	27.8	35.0	.0169
Beltrami	182,089	14,222	6.8	16.8	26.2	21.2	.0120	Murray	85,425	15,834	7.5	17.7	24.8	28.2	.0043
Big Stone	43,751	12,425	7.3	19.8	24.7	16.1	.0029	Nicollet	197,153	19,489	5.5	13.3	28.9	34.7	.0098
Blue Earth	411,375	18,920	5.7	15.2	28.5	32.4	.0246	Nobles	165,823	17,516	5.3	15.0	28.6	29.9	.0094
Brown	206,700	18,272	5.3	13.1	29.2	29.8	.0116	Norman	58,175	14,122	6.8	19.1	25.2	21.4	.0032
Carlton	194,066	17,512	4.1	14.5	38.8	20.9	.0118	Otter Tail	330,868	14,308	7.0	15.3	26.1	21.7	.0188
Cass	99,030	10,029	9.7	18.9	22.8	8.5	.0065	Pennington	122,111	18,113	5.9	13.3	27.8	31.4	.0073
Chippewa	107,433	16,086	5.9	16.2	26.9	26.5	.0057	Pine	108,082	13,659	6.5	16.0	28.4	16.5	.0068
Clearwater	40,462	10,109	8.4	16.3	22.3	11.9	.0026	Pipestone	76,270	14,463	7.9	15.9	26.7	21.7	.0045
Cook	30,826	15,803	6.1	16.9	29.0	24.0	.0016	☐ Polk	240,430	17,006	5.9	14.1	27.7	28.0	.0143
Cottonwood	126,761	18,128	6.0	13.6	25.4	33.2	.0065	Pope	104,447	17,867	6.4	12.0	22.5	34.3	.0046
Crow Wing	244,488	14,213	6.6	16.8	30.5	16.6	.0159	Red Lake	34,685	14,391	6.6	16.9	23.2	24.6	.0020
Dodge	82,851	14,685	7.2	16.4	32.3	16.7	.0048	Redwood	97,797	11,993	8.0	20.7	26.4	11.6	.0063
Douglas	191,571	15,313	6.7	15.5	27.3	23.7	.0113	Renville	138,056	15,860	6.2	17.3	29.6	23.6	.0071
Faribault	145,702	16,246	6.3	16.3	29.3	24.5	.0079	Rice	303,333	18,008	5.5	13.9	32.3	28.0	.0170
Fillmore	140,415	14,830	7.8	15.5	26.1	23.5	.0079	Rock	83,591	18,347	5.2	12.8	29.1	31.9	.0041
Freeborn	284,471	19,974	4.7	12.8	29.8	33.9	.0162	Roseau	73,886	14,827	6.5	15.8	29.3	20.1	.0045
Goodhue	291,905	19,385	5.2	11.6	28.5	33.6	.0163	Sibley	122,810	19,638	5.1	12.7	26.1	34.8	.0060
Grant	42,642	12,396	9.6	19.1	24.9	15.4	.0025	Steele	236,082	19,952	5.3	12.8	30.1	33.8	.0126
Houston	137,592	17,324	6.0	13.9	28.5	28.4	.0069	Stevens	92,787	19,837	5.9	10.1	24.8	37.0	.0048
Hubbard	67,200	10,110	8.3	16.9	23.7	9.8	.0050	Swift	76,846	13,477	7.5	16.6	25.2	19.8	.0047
Isanti	142,929	17,287	5.2	13.1	33.7	23.7	.0077	Todd	124,828	10,729	7.9	16.4	21.8	14.4	.0077
Itasca	279,886	16,960	5.6	14.2	33.5	22.9	.0169	Traverse	36,227	14,037	7.4	16.2	24.9	22.5	.0020
Jackson	107,057	17,644	5.7	16.0	25.5	32.1	.0052	Wabasha	127,516	16,185	6.3	16.5	30.3	23.0	.0069
Kanabec	68,386	13,888	7.5	17.1	29.1	16.8	.0040	Wadena	73,428	12,467	8.2	16.7	27.2	14.6	.0052
Kandiyohi	278,642	17,895	6.0	14.1	26.2	32.0	.0155	Waseca	145,575	18,810	5.5	13.9	26.2	33.9	.0072
Kittson	37,482	12,824	7.2	21.0	27.6	13.4	.0022	Watonwan	85,673	16,241	5.3	16.6	30.0	23.9	.0049
Koochiching	85,337	12,628	6.8	22.9	30.1	8.6	.0061	Wilkin	52,068	15,939	6.8	18.2	32.1	21.1	.0031
Lac qui Parle	57,744	12,308	7.8	20.3	26.5	12.7	.0033	Winona	292,347	16,166	6.0	14.3	30.9	22.4	.0170
Lake	104,962	21,640	3.3	8.0	37.1	36.2	.0055	Yellow Medicine	101,670	16,764	6.1	15.0	27.4	28.0	.0051
Lake of the Woods	23,121	13,386	7.1	19.5	27.0	16.4	.0013	**TOTAL METRO COUNTIES**	**23,450,098**	**22,131**	**4.1**	**10.6**	**29.3**	**41.0**	**1.2816**
Le Sueur	172,580	18,047	5.1	13.1	28.4	30.4	.0088	**TOTAL STATE**	**33,188,040**	**20,089**	**4.8**	**12.1**	**29.0**	**35.4**	**1.8347**

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MISS. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	**194.2**	**.0850**	**25.4**	**17.9**	**15.3**	**16.0**	**19.3**	**64.9**	**691,603**	**185,386**	**62,434**	**120,500**	**25,573**	**105,869**	**23,657**
Hancock	25.1	.0110	30.8	11.6	15.3	16.3	27.2	8.4	62,150	25,375	2,707	4,229	415	10,927	2,268
Harrison	159.3	.0697	24.7	19.0	15.5	16.0	17.7	53.4	600,029	152,906	58,513	114,212	24,693	89,096	20,155
• Biloxi	49.1	.0215	23.8	26.8	13.8	14.5	17.1	16.4	205,573	35,954	19,920	68,872	8,856	18,163	8,364
• Gulfport	39.5	.0173	27.0	14.9	15.3	17.0	20.8	14.5	312,104	92,587	34,559	30,781	14,221	55,931	9,430
Stone	9.8	.0043	27.8	16.4	13.8	15.2	24.9	3.1	29,424	7,105	1,214	2,059	465	5,846	1,234
SUBURBAN TOTAL	105.6	.0462	26.4	14.9	16.3	16.2	19.7	34.0	173,926	56,845	7,955	20,847	2,496	31,775	5,863
JACKSON	**325.2**	**.1423**	**27.9**	**13.8**	**17.0**	**16.7**	**21.3**	**110.6**	**1,405,192**	**322,883**	**120,072**	**233,266**	**67,496**	**261,567**	**42,821**
Hinds	253.6	.1110	27.5	14.6	16.6	16.6	20.9	87.9	1,233,209	274,624	91,656	216,329	57,583	242,729	37,843
• Jackson	205.9	.0901	28.2	14.6	16.2	17.1	21.8	73.7	1,086,857	225,865	87,281	210,262	56,538	226,901	23,147
Rankin	71.6	.0313	29.2	11.2	18.3	16.9	22.3	22.7	171,983	48,259	28,416	16,937	9,913	18,838	4,978
SUBURBAN TOTAL	119.3	.0522	27.5	12.5	18.3	16.0	20.2	36.9	318,335	97,018	32,791	23,004	10,958	34,666	19,674
PASCAGOULA - MOSS POINT	**130.2**	**.0526**	**26.1**	**13.0**	**19.6**	**16.5**	**16.2**	**38.7**	**362,335**	**118,009**	**25,660**	**60,901**	**11,078**	**40,603**	**15,144**
Jackson	120.2	.0526	26.1	13.0	19.6	16.5	16.2	38.7	362,335	118,009	25,660	60,901	11,078	40,603	15,144
• Moss Point	18.9	.0083	24.7	13.4	18.6	15.3	15.5	5.7	22,531	8,374	943	527	908	2,494	928
• Pascagoula	29.3	.0128	27.0	13.8	19.8	16.8	17.3	9.9	247,247	73,063	17,641	52,219	9,338	33,103	11,451
SUBURBAN TOTAL	72.0	.0315	26.1	12.5	19.9	16.6	15.8	23.1	92,557	36,572	7,076	8,155	832	5,006	2,765
OTHER COUNTIES															
Adams	38.0	.0167	28.8	11.1	14.9	16.6	24.2	12.9	195,511	53,208	12,563	27,714	8,573	42,388	5,311
Alcorn	33.5	.0146	31.9	11.9	16.6	16.4	28.5	12.2	115,283	20,515	7,771	13,285	5,390	20,271	2,796

MISS. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Amite	13.3	.0059	31.2	10.2	12.2	14.5	30.8	4.4	18,999	6,966	685	1,430	624	3,476	1,005
Attala	19.8	.0086	33.0	10.5	12.6	14.9	32.7	6.9	52,785	15,916	1,296	5,602	2,699	8,806	1,752
Benton	8.2	.0036	30.7	10.6	13.3	15.1	29.2	2.6	7,851	5,046	244	259	163	592	171
Bolivar	45.4	.0199	23.7	15.2	11.5	11.9	23.8	13.6	110,896	36,200	6,603	9,304	3,512	18,800	5,458
Calhoun	15.7	.0068	32.9	10.6	13.7	15.1	32.0	5.5	42,810	12,356	1,009	2,306	1,159	10,132	1,864
Carroll	9.8	.0043	31.2	11.3	13.3	14.1	30.8	3.3	11,840	2,264	165	173	121	202	106
Chickasaw	17.9	.0079	29.9	10.9	14.7	14.5	28.0	5.9	53,151	19,858	1,374	3,132	4,263	12,024	1,322
Choctaw	9.0	.0039	32.6	11.0	13.4	14.2	32.6	3.0	13,764	7,111	208	969	615	822	619
Claiborne	12.4	.0054	23.8	21.3	10.3	11.1	25.1	3.7	26,847	11,148	2,337	635	479	4,450	188
Clarke	17.1	.0075	31.3	11.1	14.1	14.4	30.4	5.9	32,124	13,639	1,127	1,734	575	5,357	736
Clay	21.2	.0093	27.5	13.4	13.6	14.6	25.1	6.9	53,508	16,448	3,333	6,233	3,252	8,574	2,157
Coahoma	36.5	.0160	26.8	11.4	12.1	13.2	26.8	11.7	111,810	35,323	4,839	8,526	4,222	19,870	3,084
Copiah	26.6	.0116	29.0	13.5	12.1	13.9	28.9	8.6	71,228	21,462	2,785	4,942	3,314	13,464	2,692
Covington	16.1	.0071	29.7	10.4	15.3	15.0	26.9	5.3	37,601	11,491	880	4,801	556	10,688	1,618
☐ De Soto	55.7	.0243	26.6	11.5	19.7	15.0	18.3	17.1	119,015	52,040	6,033	13,980	3,129	19,009	3,420
Forrest	66.5	.0291	26.7	19.5	14.6	14.6	23.3	23.4	318,737	43,436	35,405	67,176	17,455	49,827	16,600
Hattiesburg	40.9	.0179	25.3	23.7	13.2	13.7	23.5	15.3	319,055	43,328	34,335	64,846	17,198	56,280	14,733
Franklin	8.2	.0036	33.7	9.5	12.2	15.4	33.0	2.9	15,364	2,107	154	426	312	2,871	3,905
George	15.5	.0068	28.0	11.2	16.9	15.3	22.9	4.9	35,629	16,644	837	3,637	855	4,892	1,534
Greene	9.9	.0043	27.9	12.2	14.4	14.3	25.5	3.1	12,665	5,741	171	704	91	1,815	409
Grenada	21.1	.0093	29.8	11.4	14.8	15.3	27.0	7.2	112,041	28,866	2,749	10,477	4,373	39,565	4,237
Holmes	22.9	.0100	27.1	12.2	10.3	12.2	29.7	7.1	51,147	18,957	1,007	2,887	447	7,014	2,254
Humphreys	13.9	.0061	25.9	11.4	12.2	12.6	26.4	4.3	26,389	5,330	702	1,825	548	4,901	1,606
Issaquena	2.5	.0011	28.9	9.8	14.3	12.8	28.5	.8	700	656	44				
Itawamba	20.8	.0091	32.3	12.5	16.4	15.9	29.6	7.2	41,573	17,322	1,053	995	1,151	9,160	1,300
Jasper	17.3	.0075	29.4	10.9	13.9	14.7	27.6	5.7	30,242	6,849	491	2,683	262	7,394	2,564
Jefferson	9.2	.0041	26.8	11.5	11.2	12.4	28.4	2.8	12,129	7,844	341	155	80	2,020	387
Jefferson Davis	13.9	.0061	28.4	11.5	13.1	14.0	27.4	4.4	27,062	11,005	231	1,086	179	5,303	589
Jones	62.3	.0272	30.9	11.9	15.0	16.5	27.3	21.9	226,796	63,311	15,123	29,516	12,867	31,275	7,794
Kemper	10.1	.0044	31.1	10.6	11.4	13.8	31.8	3.3	13,137	6,400	152	1,805		852	
Lafayette	31.4	.0138	24.1	28.5	14.4	11.3	20.6	9.9	79,246	26,044	6,784	9,109	2,541	7,809	3,245
Lamar	24.5	.0107	28.2	12.2	14.9	15.4	24.5	8.1	67,523	31,984	2,122	1,595	124	14,254	1,664
Lauderdale	77.9	.0341	29.4	13.7	14.7	15.5	26.3	27.3	394,042	99,212	23,747	68,651	14,063	64,281	12,915
Meridian	46.5	.0204	31.2	12.0	14.2	15.8	28.8	17.4	369,012	95,339	21,330	67,560	13,813	63,904	12,915
Lawrence	12.6	.0055	29.5	10.0	14.9	15.6	26.3	4.2	26,343	10,238	330	1,167	1,355	7,001	423
Leake	18.9	.0083	32.6	10.4	12.8	15.1	31.8	6.5	45,253	16,714	1,748	6,667	1,861	6,695	1,668
Lee	57.8	.0253	29.8	11.5	17.0	16.6	24.5	20.4	312,828	70,867	27,027	49,873	12,307	56,049	8,186
Leflore	41.3	.0181	26.8	13.7	13.1	13.1	26.2	13.1	142,661	37,523	9,443	17,502	6,899	19,411	4,380
Lincoln	30.4	.0133	30.4	11.7	13.9	15.8	27.7	10.3	88,069	28,193	4,372	5,385	4,286	14,730	4,075
Lowndes	57.8	.0253	26.2	15.8	16.4	14.6	20.9	19.0	220,381	51,808	16,950	28,398	7,880	28,801	6,925
Madison	42.5	.0186	24.8	12.8	12.9	13.7	23.1	13.2	87,424	26,269	2,375	8,954	2,048	20,266	2,851
Marion	25.9	.0113	29.8	11.4	13.5	15.7	27.4	8.7	82,603	35,758	3,177	5,849	2,521	12,599	1,946
Marshall	29.6	.0129	24.7	13.5	13.5	13.2	22.7	8.7	55,340	26,254	2,154	812	563	7,871	1,299
Monroe	36.5	.0160	30.6	11.3	15.4	15.2	28.0	12.4	116,751	32,529	4,349	13,400	3,684	24,069	4,984
Montgomery	13.4	.0059	31.7	9.7	13.2	14.7	30.9	4.6	36,919	10,224	1,742	3,107	2,233	7,043	2,015
Neshoba	24.0	.0105	31.1	11.0	13.5	15.8	29.0	8.2	62,920	22,128	900	6,669	2,337	12,316	2,281
Newton	20.0	.0087	31.9	12.4	12.7	15.4	30.7	7.0	44,188	16,703	1,447	1,744	879	3,051	1,155
Noxubee	13.1	.0058	27.2	10.8	12.0	13.5	27.1	4.0	28,550	10,978	299	4,884	840	2,073	1,380
Oktibbeha	36.5	.0159	23.6	27.6	14.4	11.9	18.1	11.3	98,617	27,643	7,047	11,626	3,807	8,428	2,432
Panola	28.2	.0124	28.2	10.9	12.3	13.7	27.8	9.0	78,587	32,227	1,859	3,609	1,005	13,708	3,072
Pearl River	34.2	.0150	28.6	12.8	16.1	17.3	22.4	11.2	88,766	37,507	5,614	10,989	4,873	11,601	3,395
Perry	9.9	.0043	28.2	11.6	14.5	15.0	25.2	3.2	15,459	7,860	437	2,201	73	1,769	778
Pike	36.4	.0159	30.8	11.0	12.6	15.1	29.7	12.5	154,886	40,298	9,191	9,838	4,495	40,915	7,726
Pontotoc	21.2	.0093	33.5	11.2	13.9	15.4	32.5	7.5	45,109	11,473	942	7,937	832	9,230	1,775
Prentiss	24.3	.0106	32.0	12.6	15.0	15.9	29.6	8.4	81,315	30,953	2,171	9,989	3,226	17,497	1,858
Quitman	12.3	.0054	25.7	11.0	12.2	12.1	26.6	3.9	21,082	9,036	534	1,424	897	1,852	1,299
Scott	24.7	.0109	29.4	10.8	14.1	15.3	26.9	8.2	76,486	30,624	1,620	8,584	3,264	16,328	2,581
Sharkey	7.9	.0034	24.5	10.4	11.9	12.6	24.7	2.3	16,326	7,834	486	1,023	620	1,981	1,202
Simpson	23.7	.0104	30.3	11.0	14.1	14.9	28.4	7.8	67,540	21,507	2,225	4,959	1,434	14,435	3,193
Smith	15.2	.0066	30.5	11.7	14.9	15.3	28.0	5.1	27,906	13,444	273	1,150	474	5,746	1,177

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MISS. (cont.)

ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Sunflower	34.5	.0151	25.9	13.1	13.4	13.3	24.5	9.7
Tallahatchie	16.9	.0074	27.5	10.4	11.4	12.6	28.9	5.3
Tate	20.2	.0089	25.0	16.3	13.2	12.8	24.1	6.1
Tippah	18.9	.0082	31.8	11.5	14.6	15.0	30.3	6.5
Tishomingo	18.7	.0082	33.7	10.9	15.7	16.6	31.4	6.9
Tunica	9.4	.0041	25.5	10.4	10.8	12.6	27.1	2.8
Union	21.9	.0096	32.3	11.7	14.6	15.4	30.6	7.9
Walthall	13.8	.0061	30.8	10.3	13.8	15.1	29.1	4.5
Warren	52.1	.0228	29.3	10.7	15.3	15.2	26.1	17.7
Washington	72.3	.0316	25.3	11.2	13.9	14.6	23.2	23.2
Wayne	19.3	.0084	28.2	11.8	15.0	14.9	24.9	6.3
Webster	10.3	.0046	33.2	11.0	13.7	15.0	32.5	3.6
Wilkinson	9.9	.0043	29.5	11.0	12.7	13.3	29.7	3.2
Winston	19.5	.0085	31.1	10.7	13.3	13.4	29.4	6.6
Yalobusha	13.2	.0058	31.9	10.8	11.9	13.5	32.8	4.7
Yazoo	27.3	.0119	30.0	9.5	12.6	14.8	28.9	8.9
TOTAL METRO COUNTIES	**695.3**	**.3042**	**26.8**	**14.6**	**17.2**	**16.3**	**19.6**	**231.3**
TOTAL STATE	**2,540.2**	**1.1117**	**28.1**	**13.3**	**15.0**	**15.1**	**24.6**	**842.6**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sunflower	80,584	44,180	1,263	3,487	1,579	8,771	2,563
Tallahatchie	24,112	12,015	248	623	217	4,423	856
Tate	69,682	30,292	3,876	6,663	385	8,647	2,057
Tippah	51,799	13,391	1,057	4,734	1,736	8,140	1,879
Tishomingo	44,298	11,117	1,695	4,124	1,123	9,876	2,106
Tunica	23,803	6,839	1,281	2,000	752	4,844	436
Union	58,374	20,366	2,272	9,408	1,227	9,912	2,336
Walthall	34,942	12,018	1,040	1,443	530	11,176	872
Warren	197,438	63,970	14,610	32,487	6,901	28,350	6,391
Washington	282,466	77,944	13,934	57,727	13,120	52,543	9,514
Wayne	53,168	14,955	2,424	3,068	2,956	11,024	2,014
Webster	28,166	8,308	1,482	1,021	687	5,686	289
Wilkinson	22,623	9,209	480	1,740	123	4,802	1,197
Winston	46,667	16,073	1,879	2,993	1,899	10,036	2,320
Yalobusha	28,086	6,612	794	1,913	1,141	1,950	670
Yazoo	70,583	21,714	1,537	9,271	4,121	10,963	1,935
TOTAL METRO COUNTIES	**2,578,145**	**678,318**	**214,199**	**428,647**	**107,276**	**427,048**	**85,042**
TOTAL STATE	**8,237,675**	**2,394,572**	**511,115**	**1,092,861**	**315,331**	**1,416,805**	**288,415**

MISS.

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,202,201**	**14,904**	**6.4**	**17.5**	**28.6**	**21.0**	**.0716**
Hancock	118,501	11,071	8.8	19.0	24.0	11.6	.0074
Harrison	1,036,864	15,600	6.1	17.1	29.3	22.9	.0611
• Biloxi	366,285	15,725	6.4	18.3	30.4	22.3	.0208
• Gulfport	288,134	16,592	5.6	15.6	29.1	26.3	.0211
Stone	46,836	13,115	5.9	19.2	27.4	15.5	.0031
SUBURBAN TOTAL	547,782	13,842	6.7	17.9	27.5	18.2	.0297
JACKSON	**2,365,043**	**17,866**	**5.3**	**14.0**	**25.4**	**32.7**	**.1373**
Hinds	1,947,013	18,269	5.2	13.4	23.8	34.7	.1141
• Jackson	1,636,255	18,082	5.4	14.1	24.2	34.2	.0969
Rankin	418,030	16,763	5.6	16.1	31.9	24.6	.0232
SUBURBAN TOTAL	728,788	17,473	5.2	13.7	27.9	29.8	.0404
PASCAGOULA - MOSS POINT	**977,215**	**22,781**	**3.3**	**9.6**	**30.4**	**43.3**	**.0486**
Jackson	977,215	22,781	3.3	9.6	30.4	43.3	.0486
• Moss Point	139,111	22,109	3.3	10.1	30.3	41.8	.0062
• Pascagoula	279,177	24,659	2.8	9.0	25.3	49.1	.0179
SUBURBAN TOTAL	558,927	22,309	3.5	9.7	32.7	41.1	.0245
OTHER COUNTIES							
Adams	216,209	13,157	6.5	14.0	23.0	22.0	.0154
Alcorn	213,439	15,415	5.6	13.9	27.8	23.4	.0124
Amite	58,225	9,537	7.3	14.2	18.0	16.3	.0034
Attala	71,546	7,532	7.5	16.7	17.2	6.5	.0052
Benton	35,682	10,305	8.5	17.9	22.7	10.7	.0019
Bolivar	204,528	9,583	6.8	12.7	17.5	18.5	.0132
Calhoun	79,129	11,241	7.1	17.3	21.9	14.9	.0048
Carroll	40,173	8,366	8.0	14.8	18.3	10.4	.0023
Chickasaw	92,436	12,965	6.5	15.2	24.7	19.1	.0058
Choctaw	34,989	10,202	6.9	21.2	21.9	7.7	.0023
Claiborne	60,167	11,077	7.0	12.3	19.6	20.8	.0035
Clarke	87,171	12,013	5.7	12.9	24.9	17.5	.0049
Clay	129,983	16,000	5.1	12.7	26.9	26.0	.0071
Coahoma	158,552	8,661	7.0	12.4	16.7	16.4	.0110
Copiah	122,227	10,696	7.0	15.4	20.6	16.2	.0079
Covington	67,071	10,721	8.4	19.0	23.5	10.5	.0045
☐ De Soto	327,062	17,719	5.8	12.3	26.1	30.8	.0175
Forrest	401,248	13,616	7.1	15.4	24.6	21.2	.0269
Hattiesburg	290,883	14,183	6.9	14.2	22.0	26.0	.0215
Franklin	37,490	9,305	7.6	12.6	19.1	15.8	.0022
George	77,405	14,587	4.7	17.0	30.6	17.6	.0045
Greene	30,850	8,152	9.5	19.4	18.8	3.1	.0022
Grenada	118,180	13,729	6.5	13.2	23.7	23.0	.0086
Holmes	79,114	7,018	7.6	13.3	14.6	9.9	.0058
Humphreys	55,453	8,379	7.7	13.9	15.7	14.3	.0036
Issaquena	12,561	8,972	7.3	12.6	15.0	19.4	.0006
Itawamba	90,310	11,205	8.3	22.3	25.8	7.3	.0057
Jasper	69,449	9,172	7.0	16.2	19.8	11.2	.0044
Jefferson	34,165	7,464	7.0	14.3	14.6	11.8	.0021
Jefferson Davis	55,830	9,517	6.9	15.8	19.2	13.4	.0036
Jones	397,032	15,339	5.7	13.8	26.5	24.5	.0235

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Kemper	35,984	7,333	7.6	15.5	14.5	9.9	.0021
Lafayette	173,918	12,723	8.0	14.9	22.1	21.6	.0101
Lamar	122,796	12,439	8.0	17.7	24.0	17.4	.0076
Lauderdale	484,928	13,885	6.6	16.5	23.9	22.4	.0325
Meridian	309,505	13,590	6.9	15.7	21.9	23.9	.0241
Lawrence	60,840	10,440	7.3	14.1	19.0	18.4	.0037
Leake	76,300	8,549	7.5	15.2	21.7	7.7	.0051
Lee	406,643	16,790	5.5	15.8	26.6	28.9	.0260
Leflore	195,976	10,619	6.8	14.6	19.2	18.3	.0134
Lincoln	151,845	12,024	7.7	17.7	25.4	14.5	.0096
Lowndes	378,644	16,232	6.0	15.0	25.6	27.9	.0223
Madison	189,964	10,603	8.0	16.4	20.5	15.4	.0116
Marion	113,980	10,404	7.7	18.1	20.6	12.8	.0081
Marshall	125,739	10,644	7.4	15.7	21.1	15.5	.0077
Monroe	199,049	14,077	6.3	15.7	28.8	18.3	.0123
Montgomery	52,361	9,000	7.3	18.1	20.5	7.7	.0039
Neshoba	123,058	12,105	6.7	16.0	24.5	16.3	.0074
Newton	104,731	11,881	6.8	16.0	24.3	15.7	.0059
Noxubee	53,146	8,741	7.9	15.8	16.2	13.1	.0036
Oktibbeha	196,946	12,403	7.7	14.2	21.2	21.6	.0115
Panola	120,086	10,051	6.5	14.5	21.6	14.0	.0083
Pearl River	172,196	12,457	7.0	17.8	24.4	16.4	.0105
Perry	49,232	13,368	6.0	15.7	26.5	18.9	.0028
Pike	176,584	10,775	8.7	16.7	21.0	15.6	.0128
Pontotoc	95,705	10,694	6.9	16.2	24.8	11.5	.0059
Prentiss	112,039	11,331	8.0	19.0	26.1	10.2	.0077
Quitman	40,963	6,296	6.7	12.7	14.7	8.8	.0029
Scott	106,974	10,775	9.1	18.8	22.6	12.0	.0074
Sharkey	32,768	8,941	9.4	12.4	14.1	19.0	.0020
Simpson	124,411	13,090	7.2	15.6	24.1	20.3	.0077
Smith	74,353	12,075	6.1	13.7	25.1	17.0	.0042
Sunflower	130,766	8,408	7.5	12.3	17.1	14.7	.0091
Tallahatchie	70,217	7,880	8.0	11.6	15.5	14.4	.0043
Tate	102,365	13,143	6.8	15.2	21.6	23.3	.0067
Tippah	86,738	10,879	8.9	18.4	25.4	10.0	.0056
Tishomingo	91,360	11,538	7.5	17.7	26.8	11.1	.0056
Tunica	34,947	7,128	7.4	12.3	13.8	11.4	.0025
Union	131,304	13,531	6.5	15.3	25.6	19.9	.0074
Walthall	56,039	9,390	9.2	18.3	19.6	9.4	.0038
Warren	316,122	14,835	5.9	13.4	23.7	25.9	.0194
Washington	410,427	12,770	6.4	13.9	20.0	24.4	.0264
Wayne	84,076	10,340	7.7	15.9	24.0	11.3	.0057
Webster	50,234	11,779	6.4	17.3	24.8	14.0	.0031
Wilkinson	39,829	8,805	8.8	16.1	16.1	12.8	.0027
Winston	90,498	10,670	8.1	15.6	22.7	14.0	.0056
Yalobusha	64,593	10,126	7.8	15.3	19.9	15.2	.0038
Yazoo	139,754	10,055	6.7	11.5	17.8	20.7	.0085
TOTAL METRO COUNTIES	**4,871,521**	**17,755**	**5.3**	**14.1**	**27.3**	**31.0**	**.2750**
TOTAL STATE	**14,253,563**	**13,387**	**6.5**	**15.0**	**23.7**	**21.6**	**.8711**

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% K.C. ADULTS IN KEY SEGMENTS

50% are 25-49 years old
24% are college grads
37% in hshlds. with $25,000+ income
54% in "2+ income" hshlds.
54% of females are working women
Base: 956,000 Kansas City adults

TIMES/STAR COVERAGE

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Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

* SOURCE: Census Bureau 1980 preliminary reports
** SOURCE: Belden Associates 1981 "Kansas City CMS." Coverage based on Times/Star plus Sunday Star insertion.

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MO. ESTIMATES — POPULATION—12/31/80 — RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**102.7**	**.0449**	**24.4**	**29.9**	**18.1**	**12.0**	**17.1**	**36.6**	**440,413**	**83,852**	**53,841**	**63,889**	**14,253**	**81,392**	**17,598**
Boone	102.7	.0449	24.4	29.9	18.1	12.0	17.1	36.6	440,413	83,852	53,841	63,889	14,253	81,392	17,598
• Columbia	62.5	.0274	23.7	36.2	17.6	11.3	14.5	21.4	410,319	77,134	52,278	62,728	14,078	71,487	16,946
SUBURBAN TOTAL	40.2	.0175	26.6	20.1	18.8	13.1	21.1	15.2	30,094	6,718	1,563	1,161	175	9,905	652
JOPLIN	**128.7**	**.0563**	**32.9**	**12.3**	**14.5**	**15.7**	**31.3**	**49.2**	**600,306**	**109,760**	**48,022**	**74,310**	**22,686**	**145,858**	**23,086**
Jasper	87.5	.0383	32.9	12.8	14.2	15.4	31.6	34.0	503,600	83,490	41,170	66,790	20,143	121,454	21,918
• Joplin	38.9	.0170	32.5	14.1	14.6	14.8	31.5	15.8	397,907	63,131	31,285	57,603	17,671	95,863	18,403
Newton	41.2	.0180	32.9	11.4	14.9	16.5	30.4	15.2	96,706	26,270	6,852	7,520	2,543	24,404	1,168
SUBURBAN TOTAL	89.8	.0393	33.1	11.6	14.4	16.1	31.1	33.4	202,399	46,629	16,737	16,707	5,015	49,995	4,683
KANSAS CITY	**1,332.5**	**.5833**	**30.1**	**12.5**	**18.2**	**17.4**	**23.6**	**500.7**	**6,728,824**	**1,204,134**	**664,756**	**1,137,583**	**257,921**	**1,484,736**	**150,199**
Cass	51.9	.0227	29.0	11.7	18.0	17.2	21.9	17.9	150,412	36,299	12,566	12,165	3,009	33,162	4,702
Clay	138.1	.0605	28.7	13.5	20.2	18.8	18.5	51.0	787,006	130,838	66,253	156,719	25,022	224,583	12,666
Jackson	627.6	.2747	30.8	13.1	16.7	16.7	26.3	243.5	3,137,415	594,540	353,585	491,480	106,051	651,270	78,468
Independence	111.8	.0489	29.6	12.8	18.7	17.9	21.9	41.3	723,929	103,014	83,498	160,054	21,711	176,577	13,591
• Kansas City	442.2	.1935	31.3	12.8	16.1	16.6	27.5	175.5	2,053,286	389,552	252,462	349,906	75,682	349,808	52,304
Platte	47.6	.0209	29.3	11.0	20.1	18.7	19.8	17.0	114,705	34,703	12,557	10,378	943	9,206	3,484
Ray	21.7	.0095	33.5	9.2	15.1	16.3	31.4	7.7	59,765	13,915	3,430	1,671	912	14,205	3,090
Johnson, Kans.	*274.4*	*.1201*	*29.7*	*10.9*	*20.8*	*19.5*	*19.5*	*100.0*	*1,707,268*	*217,046*	*146,337*	*353,988*	*101,215*	*361,408*	*34,282*
Overland Park	*82.1*	*.0359*	*28.9*	*9.8*	*23.1*	*21.5*	*14.5*	*29.1*	*810,609*	*61,439*	*54,591*	*263,230*	*26,269*	*180,923*	*13,226*
Wyandotte, Kans.	*171.2*	*.0749*	*29.6*	*13.1*	*17.0*	*15.5*	*25.4*	*63.6*	*772,253*	*176,793*	*70,028*	*111,182*	*20,769*	*190,902*	*13,507*
Kansas City	*160.3*	*.0702*	*29.7*	*13.2*	*16.9*	*15.1*	*25.9*	*60.0*	*737,573*	*167,426*	*68,662*	*110,444*	*20,668*	*176,866*	*11,272*
SUBURBAN TOTAL	890.3	.3898	29.5	12.4	19.0	17.9	21.7	325.2	4,675,538	814,582	412,294	787,677	182,239	1,134,928	97,895
ST. JOSEPH	**102.3**	**.0448**	**34.1**	**11.1**	**13.7**	**15.7**	**33.1**	**38.2**	**448,124**	**89,664**	**39,706**	**73,331**	**19,240**	**86,999**	**15,707**
Andrew	14.2	.0062	35.9	9.0	13.6	16.0	34.9	5.0	30,799	3,816	1,044	786	128	11,593	342
Buchanan	88.1	.0386	33.8	11.4	13.8	15.6	32.8	33.2	417,325	85,848	38,662	72,545	19,112	75,406	15,365
• St. Joseph	77.1	.0337	34.5	11.7	13.6	15.1	34.2	29.6	408,953	85,237	37,962	72,515	17,818	74,715	15,365
SUBURBAN TOTAL	25.2	.0111	33.0	9.2	14.5	17.5	29.6	8.6	39,171	4,427	1,744	816	1,422	12,284	342

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	Non-Metro Counties	Percent of 6-State Total
Spendable Income	$51,880,455,000	37%
Retail Sales	28,602,288,000	37
Food Sales	6,371,186,000	39
Retail Establishments	81,618	50

Source: Sales & Marketing Management, 1981; U.S. Dept. of Commerce 1977

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MO. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ST. LOUIS	**2,358.1**	**1.0318**	**30.3**	**12.4**	**16.6**	**17.4**	**24.7**	**847.9**	**10,131,158**	**2,300,787**	**1,012,043**	**1,576,204**	**411,602**	**1,866,499**	**265,628**
Franklin	72.5	.0318	30.4	10.9	15.7	15.5	27.2	24.6	284,021	76,819	19,578	24,910	7,320	54,761	2,536
Jefferson	150.3	.0657	27.4	12.0	19.2	17.2	18.3	49.0	390,585	129,117	21,876	38,785	12,188	71,312	10,300
St. Charles	147.8	.0646	27.0	12.0	21.1	17.3	15.7	48.3	541,611	120,068	45,906	52,260	22,014	109,636	9,398
St. Louis	977.0	.4276	30.5	12.2	17.6	19.1	23.0	350.5	5,124,431	1,119,209	480,827	913,117	232,993	998,737	123,964
Florissant	54.7	.0239	26.9	11.3	20.0	21.6	12.3	16.9	236,284	78,124	27,927	17,308	5,453	41,228	5,607
University City	42.5	.0186	37.2	10.8	15.9	14.9	37.3	17.0	81,631	20,212	9,462	15,454	6,596	6,599	4,801
St. Louis city	445.9	.1951	32.8	13.3	13.3	14.5	32.6	176.8	1,619,452	354,812	238,307	216,819	54,295	249,290	51,559
• St. Louis	445.9	1951	32.8	13.3	13.3	14.5	32.6	176.8	1,619,452	354,812	238,307	216,819	54,295	249,290	51,559
Clinton, Ill.	*33.0*	*.0145*	*30.6*	*11.5*	*14.0*	*15.8*	*28.0*	*11.0*	*87,580*	*18,228*	*8,715*	*2,764*	*3,284*	*13,167*	*3,321*
Madison, Ill.	*247.4*	*.1082*	*30.6*	*12.6*	*16.1*	*17.3*	*25.6*	*89.8*	*1,039,531*	*266,422*	*95,848*	*95,246*	*36,446*	*214,220*	*33,611*
Granite City	*36.6*	*.0160*	*30.4*	*12.3*	*15.0*	*18.7*	*24.4*	*13.5*	*171,519*	*73,513*	*20,328*	*13,396*	*5,277*	*13,852*	*6,268*
Monroe, Ill.	*20.2*	*.0088*	*32.4*	*9.8*	*16.0*	*17.0*	*28.8*	*7.1*	*48,034*	*13,792*	*5,026*	*1,620*	*1,643*	*8,790*	*1,363*
St. Clair, Ill.	*264.0*	*.1155*	*29.3*	*12.7*	*14.8*	*17.0*	*24.6*	*90.8*	*995,913*	*202,320*	*95,960*	*230,683*	*41,419*	*146,586*	*29,576*
Belleville	*42.2*	*.0185*	*34.1*	*12.8*	*13.7*	*15.9*	*32.9*	*16.8*	*306,135*	*42,096*	*22,613*	*53,804*	*12,757*	*90,973*	*8,688*
East St. Louis	*54.3*	*0238*	*28.1*	*12.4*	*12.9*	*14.2*	*26.9*	*17.5*	*131,537*	*27,285*	*8,728*	*26,101*	*3,635*	*27,897*	*8,425*
SUBURBAN TOTAL	1,912.2	.8367	29.8	12.2	17.2	18.1	22.9	671.1	8,511,706	1,945,975	773,736	1,359,385	357,307	1,617,209	214,069
SPRINGFIELD	**210.9**	**.0924**	**29.6**	**16.6**	**15.7**	**15.5**	**26.0**	**79.0**	**1,048,143**	**183,641**	**96,575**	**142,991**	**53,386**	**239,546**	**23,006**
Christian	23.0	.0101	31.5	10.9	15.6	15.8	28.7	8.2	49,829	13,793	1,705	2,540	748	16,226	529
Greene	187.9	.0823	29.3	17.3	15.7	15.5	25.6	70.8	998,314	169,848	94,870	140,451	52,638	223,320	22,477
• Springfield	133.8	0586	29.2	18.5	15.7	14.8	26.1	51.8	877,229	161,776	89,443	135,637	51,132	161,729	21,640
SUBURBAN TOTAL	77.1	.0338	30.2	13.3	15.8	16.8	25.7	27.2	170,914	21,865	7,132	7,354	2,254	77,817	1,366
OTHER COUNTIES															
Adair	25.0	.0110	25.0	29.2	13.2	10.9	25.9	9.1	117,949	24,047	10,659	12,136	5,919	25,501	2,380
Atchison	8.6	.0038	35.0	13.4	13.0	16.0	33.9	3.3	26,930	6,021	1,079	643	302	4,018	495
Audrain	26.5	.0116	34.1	10.0	13.6	16.4	32.4	9.9	110,023	26,479	4,328	10,119	8,540	20,573	3,065
Barry	24.9	.0109	38.0	8.5	12.9	14.8	38.2	9.5	83,960	18,694	5,515	7,175	865	16,214	2,639
Barton	11.4	.0049	42.0	8.9	10.6	14.6	42.2	4.5	33,467	5,919	2,444	941	1,824	10,378	1,192
Bates	15.9	.0070	39.9	7.9	12.6	14.4	40.3	6.1	70,779	13,487	2,189	3,705	1,380	30,425	1,187
Benton	12.4	.0054	45.7	7.1	11.0	14.2	45.9	4.9	33,320	7,428	2,325	1,591	442	8,608	880
Bollinger	10.4	.0046	35.8	10.1	12.3	14.4	36.4	3.8	20,855	6,995	402	190	392	7,777	332
Butler	38.0	.0166	34.0	10.5	13.2	16.2	32.5	14.4	176,978	34,543	10,643	26,457	6,548	42,196	7,075
Caldwell	8.7	.0038	42.7	7.6	11.5	14.6	42.9	3.3	17,610	5,119	699	336	111	3,491	190
Callaway	32.9	.0144	31.3	13.7	14.6	15.5	29.1	11.0	101,900	18,770	12,156	7,245	3,744	15,660	2,630
Camden	20.5	.0090	39.8	8.5	11.6	15.6	39.4	8.2	98,126	22,021	10,387	7,357	3,573	23,218	1,349
Cape Girardeau	59.6	.0261	28.9	19.6	14.2	14.9	26.4	21.5	295,824	52,091	24,320	53,246	17,229	44,338	11,154
Carroll	12.1	.0053	38.2	9.0	12.6	15.1	38.2	4.8	35,166	10,196	1,476	4,465	645	5,267	647
Carter	5.6	.0024	34.6	8.4	11.6	14.5	35.0	2.0	12,128	3,663	1,204	210	81	3,226	131
Cedar	12.1	.0053	42.2	8.0	11.5	14.6	42.4	4.9	46,740	16,086	2,016	4,005	1,261	9,275	1,154
Chariton	10.5	.0046	41.8	7.3	11.7	14.8	41.9	4.1	29,358	6,689	2,577	1,057	899	5,588	770
Clark	8.5	.0037	35.2	10.4	14.2	14.2	35.9	3.1	18,906	3,941	1,231	999	237	2,595	94
Clinton	16.2	.0070	36.0	9.2	13.2	16.0	35.1	5.7	47,826	10,469	5,619	4,837	2,274	9,379	1,322
Cole	57.5	.0252	30.3	14.3	16.5	16.4	25.8	20.3	288,367	56,185	16,699	42,325	14,631	69,637	6,506
Cooper	14.7	.0064	34.4	12.3	13.1	14.8	34.4	5.5	51,698	12,298	2,802	5,501	813	11,708	1,419
Crawford	18.6	.0082	33.8	9.1	13.4	14.7	33.7	6.7	64,687	11,775	3,139	8,886	804	14,117	774
Dade	7.4	.0032	43.7	6.9	10.8	14.5	43.9	3.0	16,622	3,846	586	131	542	1,375	262
Dallas	12.3	.0054	41.1	7.8	10.9	14.8	41.2	4.5	24,372	5,415	1,550	693	2,190	4,816	290
Daviess	8.9	.0039	41.6	8.1	11.5	14.3	42.0	3.4	20,044	3,968	801	653	234	7,326	461
De Kalb	8.3	.0036	38.8	7.6	12.3	15.3	38.5	3.1	14,419	2,229	1,027	815	989	3,142	132
Dent	14.8	.0065	34.6	9.0	13.6	14.2	35.3	5.5	44,990	11,622	2,317	5,722	3,371	7,848	712
Douglas	11.8	.0052	36.5	9.4	12.5	15.6	36.0	4.3	30,406	6,924	1,814	3,859	447	7,209	1,560
Dunklin	36.5	.0159	33.0	9.6	13.7	14.8	32.5	13.7	148,736	40,724	7,125	11,782	5,728	27,445	3,433
Gasconade	13.3	.0058	40.9	8.9	11.3	15.4	40.7	5.1	44,779	12,558	2,857	1,697	1,599	9,851	917
Gentry	7.9	.0034	44.2	7.5	11.6	14.1	44.5	3.1	27,869	7,059	1,382	826	2,437	5,277	1,065
Grundy	12.0	.0052	38.2	10.2	14.0	14.5	38.6	4.9	43,354	11,629	4,155	6,420	848	5,502	1,565

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Sources: Scarborough 1980, ABC Publisher's Interim Statement 3 Months Ending 12/31/80, USSPI national rate card, 3/3/80. CPM basis: 1000-line ad. 5000 line rate, based on total paid circulation vs. total free distribution costs.

MO. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Harrison	9.9	.0044	43.1	7.3	12.2	14.1	43.5	4.2	32,052	6,268	1,886	2,898	612	7,664	225
Henry	19.8	.0086	38.6	9.5	12.8	13.9	39.4	7.8	77,747	15,760	5,702	5,490	5,796	12,632	4,326
Hickory	6.5	.0029	47.7	7.4	8.5	14.9	47.7	2.7	10,867	2,883	738	795	278	398	360
Holt	6.9	.0030	43.9	7.3	10.8	15.1	43.8	2.8	33,742	2,820	773	231	247	7,840	176
Howard	10.0	.0044	34.9	14.9	11.2	13.7	36.3	3.7	23,991	6,027	1,698	431	450	6,581	1,312
Howell	29.3	.0128	34.6	9.9	13.2	15.7	33.8	11.0	134,193	33,051	8,845	16,301	5,865	34,773	3,700
Iron	11.2	.0049	32.5	10.7	14.8	13.5	32.8	3.9	36,334	12,791	1,340	2,400	798	7,036	411
Johnson	39.5	.0173	24.4	26.2	15.2	12.4	20.1	12.8	98,358	22,694	9,979	10,865	3,316	17,272	2,666
Knox	5.5	.0024	42.1	7.4	11.6	14.9	42.1	2.1	10,917	2,377	460	1,036	346	2,487	316
Laclede	24.7	.0108	33.2	10.4	14.8	15.1	32.3	9.2	122,520	23,220	6,236	10,642	3,522	29,745	1,840
Lafayette	30.2	.0133	34.0	10.9	14.3	15.1	33.5	11.1	90,851	28,039	5,676	5,586	3,262	16,581	2,806
Lawrence	29.3	.0128	36.9	9.3	12.9	15.3	36.6	10.9	89,772	20,967	7,001	6,944	4,336	25,236	3,457
Lewis	10.9	.0047	33.4	13.1	14.1	14.3	33.4	4.0	31,081	7,044	1,013	1,028	1,345	7,675	128
Lincoln	22.6	.0099	33.4	9.4	14.7	18.4	32.3	7.8	54,679	17,804	4,334	5,573	1,279	8,021	879
Linn	15.6	.0069	43.3	7.4	10.4	15.0	43.2	6.4	61,195	11,122	4,025	5,668	3,168	14,831	1,898
Livingston	15.8	.0069	35.0	9.9	14.2	15.2	34.8	6.1	74,842	14,799	2,499	10,266	2,684	15,225	1,991
McDonald	15.1	.0066	36.0	9.7	13.0	15.1	35.8	5.6	36,345	7,965	1,764	2,506	493	4,571	292
Macon	16.4	.0072	40.5	9.3	12.4	14.5	40.8	6.4	51,615	12,332	3,625	2,129	2,929	10,868	1,726
Madison	10.9	.0047	38.4	8.9	11.6	14.2	39.0	4.2	32,476	12,915	2,316	966	1,190	3,206	885
Maries	7.6	.0034	35.9	9.0	13.0	16.1	34.9	2.8	12,773	3,687	997	233	514	2,083	
Marion	28.7	.0125	35.0	11.5	12.8	14.9	35.1	10.8	133,116	29,726	12,530	18,757	4,753	18,863	3,001
Mercer	4.7	.0021	45.9	7.2	9.8	15.4	45.7	1.9	7,836	2,017	442	219	298	2,187	234
Miller	18.8	.0082	34.7	10.1	13.0	14.9	34.8	7.0	71,819	9,112	9,116	5,511	2,865	14,908	677
Mississippi	15.6	.0068	30.2	11.3	13.4	13.7	29.8	5.5	59,536	8,533	1,530	1,594	1,803	8,826	1,656
Moniteau	12.2	.0054	36.9	8.8	12.6	14.8	37.1	4.4	43,406	9,717	1,277	776	364	17,755	666
Monroe	9.7	.0042	39.2	8.0	12.8	13.8	40.0	3.6	24,367	3,432	1,556	646	629	8,000	591
Montgomery	11.6	.0051	38.6	8.2	13.0	14.1	39.3	4.3	33,092	5,583	2,593	1,208	1,105	6,369	886
Morgan	14.1	.0062	41.7	8.1	10.7	14.8	41.7	5.4	45,327	10,589	2,432	894	3,063	9,934	247
New Madrid	22.9	.0100	30.8	10.5	13.1	14.8	29.6	8.0	79,264	11,196	2,484	12,080	2,672	12,935	699
Nodaway	22.0	.0096	28.8	22.0	11.7	12.1	30.6	7.8	77,816	16,176	5,520	9,684	3,026	10,534	1,001
Oregon	10.3	.0046	40.1	8.4	12.0	14.2	40.6	3.9	28,145	4,524	1,358	1,814	410	6,813	717
Osage	12.1	.0052	32.0	11.2	12.7	14.0	32.0	4.0	20,183	4,934	1,151	250	715	3,769	
Ozark	8.1	.0036	40.6	8.4	11.5	15.0	40.6	3.1	23,786	5,701	699	1,148	378	4,786	284
Pemiscot	24.9	.0109	31.1	10.0	11.6	14.3	31.2	6.9	70,084	19,795	5,342	7,126	2,164	9,607	1,325
Perry	17.0	.0074	33.7	9.7	12.2	14.3	34.1	5.9	73,007	7,250	6,185	23,818	2,501	9,287	1,403
Pettis	36.6	.0160	34.6	10.9	13.3	16.1	33.4	14.0	157,184	34,106	14,355	21,073	4,824	34,539	2,753
Phelps	34.0	.0149	26.7	22.7	15.9	13.5	23.4	11.7	153,664	35,861	13,400	13,248	3,448	31,007	1,087
Pike	17.6	.0077	34.4	9.2	13.9	15.3	33.8	6.3	55,343	14,202	2,523	7,655	1,284	6,586	2,052
Polk	19.1	.0083	34.3	14.5	12.1	13.7	35.5	5.9	77,753	17,925	2,888	8,248	1,999	15,771	1,688
Pulaski	41.9	.0184	22.1	48.0	11.8	9.6	8.6	10.6	89,749	14,931	6,633	10,348	3,771	25,055	1,238
Putnam	6.1	.0026	43.7	7.8	11.8	14.5	43.9	2.4	21,833	5,207	781	647	306	6,461	487
Ralls	9.0	.0040	35.9	9.4	13.7	15.1	35.8	3.2	12,307	2,978	308	455	233	3,982	43
Randolph	25.7	.0112	34.8	12.3	13.3	14.5	35.4	9.4	108,882	27,635	7,609	7,219	6,230	28,895	2,295
Reynolds	7.3	.0032	32.9	10.0	14.9	14.8	32.0	2.7	18,813	5,544	440	376	97	6,635	257
Ripley	12.7	.0056	38.4	8.1	11.2	14.5	38.9	4.7	27,878	7,838	636	4,792	462	7,091	1,384
St. Clair	8.7	.0039	46.4	7.2	10.6	13.2	46.8	3.4	25,071	2,420	3,101	236	390	11,271	484
Ste. Genevieve	15.4	.0068	31.1	10.0	14.0	15.6	29.0	5.1	43,818	11,098	4,899	2,981	888	8,046	590
St. Francois	43.1	.0188	33.5	10.3	13.7	15.7	32.3	15.5	158,450	42,320	8,183	23,797	5,934	22,612	2,785
Saline	25.0	.0109	36.0	11.6	12.8	15.1	36.0	9.5	88,710	20,458	4,603	10,941	2,373	12,980	2,970
Schuyler	5.0	.0022	41.4	7.9	12.5	14.2	41.8	2.0	17,648	1,636	746	207		6,313	151
Scotland	5.4	.0024	43.6	7.0	10.8	14.8	43.7	2.1	15,403	2,907	1,331	1,867	696	3,867	726
Scott	40.2	.0176	30.1	11.2	15.2	15.0	27.6	14.3	187,257	46,978	16,027	10,348	7,433	41,116	5,053
Shannon	7.9	.0034	33.7	10.8	13.4	15.6	32.6	2.9	12,102	4,499	391	409	266	1,842	103
Shelby	7.8	.0034	42.4	7.5	11.3	13.6	43.1	3.1	26,920	5,439	1,308	2,058	277	7,357	644
Stoddard	29.3	.0129	33.9	10.1	13.9	15.3	33.2	10.9	101,248	14,776	8,935	8,693	2,913	28,681	2,531
Stone	16.0	.0070	39.1	8.9	12.2	15.2	39.0	6.3	32,917	10,267	1,687	1,094	181	6,692	625
Sullivan	7.4	.0032	44.7	7.5	10.9	14.0	45.1	3.0	13,734	2,630	502	846	612	1,980	176

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S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Taney	21.0	.0092	40.4	12.7	10.4	13.8	41.1	8.3	90,429	21,689	12,928	8,730	1,705	15,190	2,332
Texas	21.3	.0093	35.3	8.8	12.8	16.1	34.3	8.0	78,005	11,100	2,123	5,989	898	19,238	995
Vernon	20.0	.0088	38.5	10.8	12.0	14.8	38.7	7.6	69,613	14,788	7,763	7,460	4,257	18,048	945
Warren	15.3	.0067	33.2	8.9	14.0	15.7	31.8	5.3	42,983	12,831	4,165	4,017	548	7,194	368
Washington	18.2	.0079	28.4	11.4	14.6	14.2	26.1	6.1	36,710	10,564	2,273	1,996	342	7,718	825
Wayne	11.5	.0051	40.4	8.0	12.3	14.0	41.0	4.4	31,900	7,438	1,741	2,546	1,317	8,335	1,106
Webster	20.8	.0091	33.1	9.7	13.9	14.6	32.8	7.1	47,626	12,756	2,786	4,343	1,524	7,683	695
Worth	3.0	.0013	44.1	7.0	11.5	14.1	44.4	1.2	7,071	2,173	124	57	704	1,288	147
Wright	16.4	.0072	36.9	9.0	11.9	15.1	36.8	6.1	48,782	8,459	2,514	10,356	1,104	7,394	626
TOTAL METRO COUNTIES	**3,225.0**	**1.4115**	**30.2**	**13.3**	**16.8**	**17.0**	**24.9**	**1,189.3**	**14,746,389**	**3,077,237**	**1,493,029**	**2,272,825**	**574,312**	**2,969,957**	**379,564**
TOTAL STATE	**4,947.9**	**2.1655**	**31.2**	**13.0**	**15.5**	**16.2**	**27.9**	**1,820.6**	**20,751,534**	**4,402,430**	**1,903,377**	**2,869,402**	**792,403**	**4,223,102**	**518,268**

MO.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
COLUMBIA	**728,730**	**16,285**	**6.4**	**15.5**	**29.0**	**25.4**	**.0428**
Boone	728,730	16,285	6.4	15.5	29.0	25.4	.0428
• Columbia	449,418	16,491	6.6	15.0	26.8	27.9	.0306
SUBURBAN TOTAL	279,312	16,045	6.1	16.2	31.8	22.0	.0122
JOPLIN	**720,368**	**12,434**	**7.2**	**18.6**	**26.5**	**13.8**	**.0497**
Jasper	480,086	11,967	7.3	19.3	26.2	12.0	.0365
• Joplin	236,830	12,377	7.0	17.1	26.4	14.4	.0223
Newton	240,282	13,655	6.8	16.6	27.3	18.1	.0132
SUBURBAN TOTAL	483,538	12,457	7.2	19.2	26.5	13.6	.0274
KANSAS CITY	**12,643,763**	**22,530**	**3.9**	**10.8**	**27.2**	**43.1**	**.6740**
Cass	315,498	16,503	5.1	17.4	34.9	20.7	.0178
Clay	1,271,279	23,600	3.2	9.5	32.1	44.9	.0716
Jackson	5,624,132	20,624	4.6	12.3	27.0	38.2	.3074
Independence	1,003,107	23,356	3.2	9.6	30.5	44.4	.0599
• Kansas City	3,734,356	18,469	5.3	14.0	28.1	32.0	.2054
Platte	386,206	20,086	3.3	11.7	37.1	33.0	.0184
Ray	124,728	14,997	5.5	15.6	31.7	18.3	.0071
Johnson, Kans.	*3,497,715*	*30,792*	*1.8*	*5.8*	*20.3*	*65.7*	*.1734*
Overland Park	*1,038,165*	*32,954*	*1.2*	*4.5*	*18.2*	*72.0*	*.0610*
Wyandotte, Kans.	*1,424,205*	*20,950*	*4.2*	*11.3*	*29.1*	*37.7*	*.0783*
Kansas City	*1,332,328*	*20,732*	*4.3*	*11.5*	*28.6*	*37.3*	*.0737*
SUBURBAN TOTAL	8,909,407	24,697	3.1	9.0	26.8	49.2	.4686
ST. JOSEPH	**731,793**	**16,886**	**5.7**	**14.1**	**28.6**	**27.1**	**.0430**
Andrew	79,423	14,369	7.0	15.1	31.5	16.5	.0043
Buchanan	652,370	17,309	5.4	13.9	28.3	28.7	.0387
• St. Joseph	566,265	16,594	5.6	14.5	27.9	27.0	.0351
SUBURBAN TOTAL	165,528	17,716	5.7	12.6	31.4	27.6	.0079
ST. LOUIS	**19,943,575**	**21,222**	**4.0**	**11.2**	**30.5**	**38.1**	**1.0705**
Franklin	491,278	18,721	5.2	12.7	31.2	30.3	.0286
Jefferson	997,316	19,746	3.3	11.9	40.7	28.7	.0528
St. Charles	899,932	18,191	4.2	16.0	45.0	20.4	.0545
St. Louis	10,127,590	25,691	2.6	8.0	27.9	52.3	.5238
Florissant	457,614	25,805	1.4	5.3	35.0	53.6	.0247
University City	461,285	22,687	4.7	12.1	25.7	44.0	.0190
St. Louis city	3,263,937	15,573	6.2	15.2	27.6	24.1	.1792
• St. Louis	3,263,937	15,573	6.2	15.2	27.6	24.1	.1792
Clinton, Ill.	*207,227*	*17,331*	*5.2*	*14.2*	*32.7*	*25.0*	*.0113*
Madison, Ill.	*1,951,611*	*20,755*	*4.1*	*11.3*	*32.7*	*35.4*	*.1077*
Granite City	*289,911*	*20,718*	*4.2*	*11.6*	*31.8*	*35.8*	*.0165*
Monroe, Ill.	*150,583*	*20,470*	*3.9*	*10.2*	*33.5*	*33.9*	*.0074*
St. Clair, Ill.	*1,854,101*	*18,829*	*4.5*	*12.2*	*30.2*	*31.1*	*.1052*
Belleville	*376,283*	*19,855*	*4.4*	*12.7*	*29.8*	*34.7*	*.0236*
East St. Louis	*239,685*	*10,953*	*6.6*	*14.2*	*24.0*	*14.9*	*.0155*
SUBURBAN TOTAL	16,679,638	22,525	3.4	10.2	31.3	41.7	.8913
SPRINGFIELD	**1,480,005**	**16,139**	**6.1**	**15.4**	**29.8**	**23.9**	**.0918**
Christian	124,560	13,630	5.3	17.8	29.3	15.3	.0071
Greene	1,355,445	16,487	6.2	15.2	29.8	24.9	.0847
• Springfield	992,178	16,163	6.4	15.5	28.6	25.0	.0663
SUBURBAN TOTAL	487,827	16,099	5.6	15.4	31.9	21.7	.0255

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	141,970	11,865	8.7	16.9	24.7	15.2	.0098
Atchison	67,561	16,293	5.2	13.6	25.8	28.1	.0035
Audrain	178,893	16,198	5.3	15.9	31.7	22.3	.0107
Barry	125,796	10,616	8.1	18.4	23.8	10.2	.0082
Barton	64,709	11,494	9.0	17.4	25.6	12.7	.0038
Bates	111,934	13,946	7.1	13.1	21.8	25.6	.0067
Benton	57,962	9,428	9.3	20.2	19.2	7.9	.0038
Bollinger	41,582	8,148	8.0	15.8	19.1	7.7	.0026
Butler	227,259	11,454	7.1	14.5	20.8	19.0	.0151
Caldwell	41,898	10,136	8.1	18.1	23.1	9.4	.0024
Callaway	223,969	18,016	4.7	13.6	31.9	27.7	.0122
Camden	128,944	11,651	8.3	17.2	20.3	19.0	.0083
Cape Girardeau	423,032	16,966	6.3	13.8	28.6	27.2	.0262
Carroll	67,149	11,820	8.5	19.0	25.9	12.3	.0040
Carter	23,716	8,270	7.3	18.3	16.2	9.2	.0015
Cedar	43,725	7,117	8.6	19.6	14.4	3.1	.0038
Chariton	58,875	11,368	8.5	15.6	23.3	15.8	.0034
Clark	41,727	11,826	7.0	21.3	24.9	11.3	.0024
Clinton	89,498	13,891	5.8	16.0	28.7	17.5	.0054
Cole	455,713	19,527	5.0	14.4	28.3	34.9	.0265
Cooper	93,786	13,814	6.7	16.8	27.3	19.2	.0055
Crawford	85,588	10,580	7.5	18.8	23.8	9.5	.0060
Dade	31,472	7,970	8.7	16.6	18.5	6.0	.0021
Dallas	52,124	8,676	8.9	16.5	17.8	9.9	.0032
Daviess	42,418	9,864	7.3	18.1	20.8	10.7	.0025
De Kalb	36,775	9,383	9.2	17.8	22.1	7.5	.0023
Dent	68,432	9,660	7.6	16.5	22.9	9.3	.0046
Douglas	43,161	7,332	9.6	18.0	14.3	4.3	.0031
Dunklin	171,002	9,099	7.4	15.7	19.7	11.4	.0126
Gasconade	72,738	12,422	7.6	18.1	28.4	12.4	.0046
Gentry	47,771	11,596	8.3	16.6	21.8	17.7	.0029
Grundy	84,710	14,075	6.0	15.9	24.5	22.2	.0048
Harrison	60,305	10,772	8.3	17.8	22.2	12.9	.0036
Henry	135,976	14,079	6.6	15.3	22.8	24.2	.0079
Hickory	23,145	6,280	10.8	16.4	11.5	2.9	.0015
Holt	42,412	11,919	6.9	19.0	25.0	13.4	.0029
Howard	61,601	13,226	7.6	15.6	27.5	17.3	.0032
Howell	153,560	10,441	8.2	17.9	20.5	13.2	.0110
Iron	60,865	13,153	7.1	17.3	26.4	16.9	.0038
Johnson	258,992	15,711	6.7	16.4	27.9	24.2	.0136
Knox	27,536	10,685	7.6	17.9	23.0	11.5	.0017
Laclede	142,336	12,633	6.6	18.2	24.6	16.6	.0098
Lafayette	209,870	17,112	5.6	15.2	29.4	26.8	.0113
Lawrence	161,694	11,938	7.6	17.6	26.4	13.3	.0098
Lewis	69,348	14,124	6.1	18.0	28.6	18.3	.0039
Lincoln	124,101	14,793	5.7	15.5	32.7	16.6	.0070
Linn	92,145	11,205	7.4	16.5	23.8	14.1	.0058
Livingston	108,076	13,897	6.9	16.7	25.0	21.7	.0067
McDonald	75,139	10,669	8.2	21.6	21.4	10.0	.0045

MO. (cont.) ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Macon	87,495	10,928	6.6	16.0	23.2	13.8	.0055
Madison	54,982	10,975	7.9	18.6	23.9	11.2	.0034
Maries	38,538	11,596	6.0	16.5	25.5	12.6	.0022
Marion	186,743	14,696	6.9	15.8	27.2	21.8	.0117
Mercer	26,093	9,975	8.3	17.1	20.7	12.2	.0014
Miller	125,156	14,843	6.9	16.0	26.6	22.9	.0074
Mississippi	74,403	10,107	8.7	17.2	19.2	14.0	.0052
Moniteau	46,415	8,996	10.4	20.7	20.9	3.3	.0037
Monroe	60,525	13,792	6.6	14.5	26.2	20.1	.0033
Montgomery	88,430	17,030	6.0	10.4	22.6	31.7	.0045
Morgan	60,765	9,312	8.5	20.3	20.5	6.4	.0043
New Madrid	124,661	10,668	8.3	15.2	19.1	18.2	.0079
Nodaway	156,994	14,923	7.2	14.3	25.4	24.4	.0087
Oregon	44,634	7,780	8.1	14.9	15.9	9.9	.0030
Osage	74,514	16,126	6.0	13.2	27.7	26.0	.0038
Ozark	39,367	9,581	9.8	16.8	21.0	10.2	.0024
Pemiscot	111,669	8,529	7.7	14.3	18.9	11.3	.0075
Perry	95,341	14,089	6.8	15.1	28.5	18.5	.0065
Pettis	238,981	14,811	6.7	15.6	28.4	21.0	.0146
Phelps	188,950	12,922	7.0	19.6	24.8	16.9	.0128
Pike	93,153	12,039	7.7	16.7	26.0	14.1	.0060
Polk	95,017	10,496	7.7	16.9	21.3	13.6	.0066
Pulaski	309,827	13,155	9.0	26.7	29.1	11.2	.0150
Putnam	34,076	10,321	7.8	16.1	20.5	14.5	.0022
Ralls	47,979	13,579	6.1	17.7	28.4	15.9	.0025
Randolph	178,056	15,439	6.0	14.6	24.4	26.8	.0106
Reynolds	38,641	10,797	8.0	11.8	24.0	16.3	.0023
Ripley	47,044	6,858	7.9	13.9	15.3	5.8	.0033
St. Clair	40,331	8,206	7.6	15.4	17.1	10.7	.0027
Ste. Genevieve	83,653	14,995	6.0	16.3	32.6	17.3	.0052
St. Francois	231,145	13,098	6.6	15.3	28.9	14.9	.0151
Saline	165,081	13,757	7.1	16.3	26.9	19.2	.0094
Schuyler	22,221	8,634	10.2	15.9	22.1	5.3	.0016
Scotland	24,393	8,051	8.3	16.3	16.3	9.3	.0016
Scott	270,541	16,125	6.2	14.9	26.7	26.7	.0168
Shannon	34,349	9,325	10.6	20.1	19.5	6.8	.0020
Shelby	48,452	12,054	7.4	17.5	24.2	15.9	.0029
Stoddard	155,363	11,311	6.8	16.4	23.6	14.5	.0099
Stone	93,236	11,027	8.4	16.0	21.6	15.8	.0050
Sullivan	40,369	9,675	7.4	19.4	16.4	13.0	.0023
Taney	111,012	10,932	8.7	22.1	20.7	11.5	.0077
Texas	121,667	10,607	8.4	16.2	23.2	12.8	.0076
Vernon	132,788	14,081	7.0	15.4	26.3	20.9	.0076
Warren	105,952	18,087	5.6	13.2	29.6	29.0	.0056
Washington	69,170	10,433	7.9	23.3	23.1	5.6	.0046
Wayne	43,726	7,253	7.6	14.8	18.8	5.0	.0032
Webster	84,999	10,172	7.9	20.1	22.4	8.2	.0056
Worth	15,500	8,377	9.6	14.1	17.9	10.3	.0010
Wright	69,577	9,108	7.6	18.3	19.0	9.2	.0048
TOTAL METRO COUNTIES	**27,162,792**	**20,332**	**4.4**	**12.2**	**29.6**	**36.0**	**1.4885**
TOTAL STATE	**37,147,756**	**17,530**	**5.4**	**13.7**	**27.8**	**29.5**	**2.1015**

MONTANA

MONT. ESTIMATES	POPULATION—12/31/80							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BILLINGS	**110.4**	**.0483**	**28.5**	**14.1**	**17.7**	**17.1**	**21.4**	**41.3**
Yellowstone	110.4	.0483	28.5	14.1	17.7	17.1	21.4	41.3
• Billings	67.4	.0295	28.4	15.3	17.5	16.9	21.5	26.6
SUBURBAN TOTAL	43.0	.0188	28.7	12.2	17.9	17.6	21.1	14.7
GREAT FALLS	**80.6**	**.0353**	**28.1**	**14.2**	**19.8**	**16.4**	**20.0**	**29.7**
Cascade	80.6	.0353	28.1	14.2	19.8	16.4	20.0	29.7
• Great Falls	56.4	.0247	29.0	13.3	18.8	16.8	21.9	22.1
SUBURBAN TOTAL	24.2	.0106	26.3	16.4	22.2	15.4	15.3	7.6
OTHER COUNTIES								
Beaverhead	8.2	.0035	29.5	16.0	16.7	14.8	26.1	3.0
Big Horn	11.2	.0049	26.8	12.4	18.2	15.0	20.1	3.3
Blaine	7.0	.0031	29.5	10.4	15.2	15.4	26.2	2.3
Broadwater	3.3	.0015	31.7	8.5	15.6	15.8	29.0	1.2
Carbon	8.2	.0035	39.1	8.0	11.7	15.7	38.6	3.2
Carter	1.8	.0008	33.2	9.4	17.4	16.2	30.7	.6
Chouteau	6.1	.0027	33.3	9.3	14.7	17.4	30.1	2.2
Custer	13.2	.0057	31.1	11.0	15.3	16.3	27.7	5.0
Daniels	2.8	.0013	34.0	8.3	14.5	16.4	32.2	1.0
Dawson	11.9	.0052	29.1	11.5	17.2	16.9	23.0	4.3
Deer Lodge	12.3	.0054	33.3	10.7	13.9	15.9	31.7	4.4
Fallon	3.7	.0016	29.2	10.5	17.1	17.0	23.0	1.3
Fergus	13.1	.0057	34.2	9.0	14.6	16.4	32.5	4.8
Flathead	53.0	.0232	30.4	10.5	17.3	16.9	25.1	19.4
Gallatin	43.7	.0191	24.9	26.2	17.4	13.4	18.8	15.4
Garfield	1.7	.0008	30.1	12.7	16.7	16.3	25.5	.6
Glacier	10.6	.0046	27.1	9.7	15.9	16.2	21.2	3.5
Golden Valley	1.0	.0005	35.8	8.5	12.4	19.1	31.9	.4
Granite	2.7	.0011	33.0	8.0	16.9	15.6	31.0	1.0
Hill	18.1	.0080	27.0	16.4	15.9	15.7	21.6	6.4
Jefferson	7.2	.0031	28.9	12.7	17.3	14.5	25.0	2.4
Judith Basin	2.6	.0011	35.0	7.7	14.6	16.1	33.9	1.0
Lake	19.4	.0085	31.6	9.2	14.5	14.9	30.2	6.8
Lewis and Clark	43.9	.0193	30.0	12.3	17.4	16.6	24.7	16.6
Liberty	2.3	.0010	30.1	9.8	15.0	19.3	23.4	.9
Lincoln	17.7	.0077	28.8	11.2	20.8	18.1	19.0	6.1

RETAIL SALES BY STORE GROUP 1980						
Total Retail Sales ($000)	Food ($000)	Eatng & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
725,592	**131,904**	**47,488**	**111,895**	**41,089**	**130,019**	**32,165**
725,592	131,904	47,488	111,895	41,089	130,019	32,165
580,677	91,679	38,978	110,503	36,462	118,159	31,556
144,915	40,225	8,510	1,392	4,627	11,860	609
444,459	**76,558**	**32,141**	**58,506**	**26,640**	**82,545**	**17,334**
444,459	76,558	32,141	58,506	26,640	82,545	17,334
402,408	71,036	27,703	47,385	24,284	80,589	17,334
42,051	5,522	4,438	11,121	2,356	1,956	
30,600	7,517	2,700	873	1,382	5,691	1,652
33,921	9,088	3,014	403	433	7,290	627
16,643	2,773	1,281	772	241	6,300	522
15,394	4,777	1,360	524		3,635	382
19,526	4,694	2,290	151	174	1,691	699
2,137	828	339	61			37
10,499	2,738	1,390	313	17	2,529	506
64,545	13,146	5,891	1,695	1,749	9,009	2,069
8,538	2,501	702	65	309	1,848	275
64,189	11,964	4,261	1,984	3,396	7,162	2,562
41,712	13,315	4,367		1,130	8,729	2,290
15,666	3,551	1,309	698	652	4,677	810
51,245	11,724	4,001	1,898	2,818	9,319	2,302
257,060	58,806	22,505	15,917	12,823	49,108	8,440
229,658	32,928	17,846	12,161	15,570	32,698	8,259
2,203	510	418	161		52	42
39,845	8,743	3,145	5,909	1,344	5,738	578
645	102	101				
4,939	1,284	509			1,056	198
86,872	16,056	5,156	8,097	3,329	12,450	4,763
6,648	1,828	1,380	257	226	463	381
5,391	1,063	443		73	509	29
52,973	14,438	3,804	898	1,978	8,241	2,618
220,780	50,903	19,576	24,707	14,173	38,744	6,377
8,973	2,228	448		46	4,498	441
49,323	17,449	3,602	3,563	1,234	9,069	2,262

MONT. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
McCone	2.7	.0012	30.3	10.6	14.6	18.7	24.4	.9	5,008	1,533	214	110	37	259	
Madison	3.5	.0024	36.1	8.0	14.9	16.2	35.0	2.1	9,321	2,963	1,735	384		494	308
Meagher	2.2	.0010	32.6	10.3	16.2	17.0	29.2	.8	6,243	3,152	762			890	58
Mineral	3.7	.0016	28.7	10.3	19.3	15.4	22.5	1.4	9,318	1,245	1,138	1,864		1,049	431
Missoula	77.5	.0339	26.8	19.7	19.7	14.7	19.1	29.0	432,235	72,232	33,198	38,841	31,580	93,710	14,921
Missoula	33.7	.0147	26.4	26.5	16.5	12.5	23.2	13.8	410,615	69,360	31,184	37,279	30,365	90,337	13,326
Musselshell	4.5	.0020	35.7	9.5	12.1	15.4	35.3	1.9	12,184	2,547	1,170	814	569	1,448	136
Park	13.1	.0057	34.8	9.6	14.3	17.4	32.4	5.0	51,461	14,164	4,593	885	2,216	4,483	922
Petroleum	.7	.0003	31.3	7.7	16.5	17.1	26.8	.2	576	248	38				
Phillips	5.4	.0024	32.4	8.9	15.2	16.3	29.8	1.9	17,763	3,577	1,555	271	496	3,781	934
Pondera	6.8	.0029	31.2	8.9	16.0	17.2	26.7	2.4	28,323	5,887	1,171	766	1,528	10,854	1,956
Powder River	2.5	.0011	28.9	12.2	20.1	18.4	19.4	.9	7,554	2,094	791	313		1,435	80
Powell	6.9	.0031	31.9	10.3	18.3	18.0	26.4	2.3	22,135	4,169	2,194	170		2,444	1,145
Prairie	1.8	.0007	34.4	10.6	12.5	15.0	34.2	.7	4,491	1,083	692	65		649	49
Ravalli	23.2	.0102	33.6	8.4	15.9	15.8	31.9	8.3	51,573	10,922	4,010	1,673	2,158	7,070	3,034
Richland	12.4	.0054	30.2	10.0	15.8	16.0	26.4	4.4	50,167	15,004	2,175	3,416	2,357	10,792	777
Roosevelt	10.5	.0046	28.0	10.4	15.0	16.4	23.2	3.4	40,249	10,005	3,227	1,020	881	6,832	1,657
Rosebud	10.2	.0045	27.5	10.3	15.8	15.0	23.1	3.3	22,733	6,477	2,165	541	207	3,059	150
Sanders	8.8	.0038	32.5	8.4	16.6	15.6	30.3	3.3	25,828	5,282	1,969	1,714	27	8,860	1,168
Sheridan	5.4	.0024	34.3	7.9	15.0	18.2	30.7	2.0	18,152	2,425	2,068	525	884	815	844
Silver Bow	37.7	.0165	32.4	11.1	15.4	15.2	30.8	14.6	206,325	40,025	12,172	22,021	14,325	39,658	7,634
Stillwater	5.7	.0025	35.5	8.6	14.0	16.9	33.6	2.1	15,566	3,120	1,718	303	141	487	849
Sweet Grass	3.3	.0014	36.6	9.1	14.5	15.5	36.1	1.3	15,942	5,311	634	200	150	2,055	1,055
Teton	6.5	.0029	33.3	8.5	15.2	16.9	30.5	2.4	19,423	2,795	1,371	357	512	9,220	617
Toole	5.6	.0024	31.9	9.1	14.9	17.7	27.7	2.1	21,419	6,430	1,999	317	707	1,521	514
Treasure	1.0	.0005	30.0	8.0	18.4	16.4	25.4	.4	877	426	168	133			
Valley	10.1	.0044	28.9	10.7	18.9	16.5	23.1	3.7	46,421	8,083	2,710	3,776	1,486	10,889	1,549
Wheatland	2.4	.0010	33.6	8.5	15.6	15.3	32.5	.9	6,835	1,461	635	129	154	390	99
Wibaux	1.5	.0007	33.0	9.3	13.7	16.3	30.9	.5	2,988	116	275		36	43	162
TOTAL METRO COUNTIES	**191.0**	**.0836**	**28.3**	**14.1**	**18.6**	**16.9**	**20.7**	**71.0**	**1,170,051**	**208,462**	**79,629**	**170,401**	**67,729**	**212,564**	**49,499**
TOTAL STATE	**795.3**	**.3480**	**29.5**	**13.2**	**17.2**	**16.1**	**24.4**	**290.3**	**3,661,086**	**736,292**	**278,014**	**332,116**	**191,277**	**666,251**	**139,669**

MONT.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BILLINGS	**853,450**	**18,517**	**5.3**	**13.6**	**31.7**	**29.9**	**.0558**
Yellowstone	853,450	18,517	5.3	13.6	31.7	29.9	.0558
• Billings	580,738	19,293	5.1	12.3	28.8	33.8	.0400
SUBURBAN TOTAL	272,712	17,450	5.7	15.9	36.9	23.0	.0158
GREAT FALLS	**591,328**	**17,461**	**5.2**	**16.3**	**32.8**	**26.3**	**.0371**
Cascade	591,328	17,461	5.2	16.3	32.8	26.3	.0371
• Great Falls	448,948	18,122	4.9	14.5	31.6	29.1	.0298
SUBURBAN TOTAL	142,380	15,966	6.1	21.3	35.9	18.5	.0073
OTHER COUNTIES							
Beaverhead	49,928	13,384	6.9	16.4	27.6	17.2	.0031
Big Horn	68,207	16,796	6.8	14.9	27.8	27.5	.0038
Blaine	37,215	12,541	7.8	16.2	23.5	18.4	.0023
Broadwater	17,282	13,087	6.6	18.7	29.1	12.6	.0011
Carbon	42,610	10,359	9.1	18.0	22.2	11.3	.0025
Carter	11,631	13,571	9.3	14.0	22.7	25.7	.0006
Chouteau	54,831	19,875	5.9	14.5	26.7	37.1	.0024
Custer	85,794	14,407	6.4	18.2	29.3	18.4	.0055
Daniels	19,271	16,462	7.0	16.6	29.3	26.9	.0011
Dawson	105,212	19,953	4.4	11.6	33.5	34.0	.0059
Deer Lodge	88,769	18,601	5.3	13.8	36.3	27.0	.0049
Fallon	29,324	21,562	3.8	11.0	25.6	42.2	.0016
Fergus	87,341	15,568	4.6	15.5	29.8	22.2	.0051
Flathead	344,705	16,634	4.6	15.0	35.3	20.7	.0222
Gallatin	311,882	17,428	5.9	16.1	30.5	27.8	.0195
Garfield	13,882	20,500	5.8	11.2	31.4	35.3	.0007
Glacier	67,025	16,131	6.6	15.0	25.3	27.7	.0039
Golden Valley	4,807	10,200	9.8	18.9	20.5	11.8	.0003
Granite	15,698	13,279	8.4	21.4	30.9	12.3	.0008
Hill	154,130	21,131	4.5	12.1	27.3	39.7	.0085
Jefferson	41,976	16,206	6.5	13.3	37.1	17.7	.0020
Judith Basin	15,443	13,200	8.1	25.2	28.1	13.4	.0008
Lake	89,922	11,400	7.8	20.2	26.3	9.3	.0058
Lewis and Clark	334,210	17,954	5.8	14.0	33.0	27.3	.0200
Liberty	18,376	15,267	5.8	27.1	25.0	25.9	.0009
Lincoln	111,027	16,698	5.1	19.2	39.7	18.3	.0062
McCone	28,678	24,348	3.1	10.9	24.7	48.3	.0012
Madison	42,665	14,141	8.0	16.3	23.8	23.3	.0019
Meagher	9,351	10,267	10.9	19.9	24.0	7.5	.0007
Mineral	23,603	15,905	6.1	19.4	38.2	17.2	.0013
Missoula	662,503	19,336	4.8	12.6	30.1	33.2	.0384
Missoula	323,203	17,862	5.3	13.4	27.2	31.3	.0246
Musselshell	26,239	11,519	10.3	18.0	24.8	13.8	.0015
Park	84,671	14,933	6.2	18.1	31.1	18.6	.0051
Petroleum	3,495	18,429	3.0	13.5	41.5	18.0	.0002
Phillips	31,949	14,262	7.2	18.3	29.4	18.2	.0018
Pondera	53,166	18,552	4.3	14.1	29.2	31.1	.0029
Powder River	18,582	16,657	6.2	18.7	28.0	27.4	.0010
Powell	43,960	17,070	5.8	15.0	33.3	23.7	.0026
Prairie	13,059	15,667	5.7	14.3	26.6	25.4	.0006
Ravalli	112,083	11,488	7.3	17.7	27.1	10.6	.0067
Richland	96,567	19,007	4.9	12.9	28.9	34.4	.0053
Roosevelt	64,745	16,168	5.4	15.6	27.9	25.8	.0039
Rosebud	61,734	15,193	5.7	15.9	29.8	21.1	.0033
Sanders	50,050	13,642	5.9	18.8	30.6	13.8	.0030
Sheridan	55,758	23,921	3.8	11.1	24.3	47.8	.0026
Silver Bow	288,900	18,447	4.9	12.3	31.0	29.4	.0177
Stillwater	38,553	14,722	6.3	16.0	26.0	23.0	.0021
Sweet Grass	17,441	10,311	9.0	19.3	21.9	10.2	.0013
Teton	49,112	15,866	6.8	18.7	26.3	26.1	.0024
Toole	44,724	19,677	3.4	10.7	30.7	32.7	.0023
Treasure	7,096	13,471	11.7	23.0	22.4	21.3	.0004
Valley	63,524	15,000	6.5	17.6	29.2	20.8	.0041
Wheatland	15,661	15,037	7.9	13.3	32.0	18.1	.0008
Wibaux	6,547	12,176	5.6	26.8	24.0	9.4	.0004
TOTAL METRO COUNTIES	**1,444,778**	**18,063**	**5.3**	**14.7**	**32.0**	**28.5**	**.0929**
TOTAL STATE	**5,679,689**	**16,960**	**5.6**	**15.1**	**30.8**	**25.8**	**.3399**

NEBRASKA

NEB.
■ ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**195.1**	**.0854**	**27.3**	**21.4**	**17.6**	**14.1**	**22.4**	**73.5**	**919,399**	**176,425**	**110,463**	**146,972**	**33,327**	**156,626**	**19,655**
Lancaster	195.1	.0854	27.3	21.4	17.6	14.1	22.4	73.5	919,399	176,425	110,463	146,972	33,327	156,626	19,655
• Lincoln	173.9	.0761	27.1	22.3	17.5	13.7	22.6	66.3	868,389	164,538	102,352	146,972	32,157	154,918	19,150
SUBURBAN TOTAL	21.2	.0093	28.7	13.5	17.7	17.4	21.5	7.2	51,010	11,887	8,111		1,170	1,708	505
OMAHA	**573.4**	**.2510**	**28.1**	**13.7**	**18.5**	**16.4**	**20.9**	**207.2**	**2,431,926**	**490,367**	**290,689**	**382,352**	**136,055**	**488,339**	**74,983**
Douglas	399.0	.1746	28.5	14.5	17.8	15.7	22.8	148.7	1,873,004	361,825	222,570	278,592	120,380	383,920	58,916
• Omaha	306.9	.1343	28.6	14.9	17.3	15.4	23.6	119.0	1,633,381	289,409	197,709	258,046	115,353	314,245	54,314
Sarpy	87.8	.0385	25.7	12.0	23.7	18.7	9.3	27.3	206,686	49,100	25,493	51,382	6,629	29,420	2,626
Pottawattamie, Iowa	*86.6*	*.0379*	*29.6*	*11.9*	*16.4*	*16.7*	*24.5*	*31.2*	*352,236*	*79,442*	*42,626*	*52,378*	*9,046*	*74,999*	*13,441*
Council Bluffs	*56.1*	*.0246*	*29.1*	*12.8*	*17.3*	*15.4*	*24.4*	*20.7*	*300,991*	*70,480*	*30,523*	*52,155*	*8,469*	*70,233*	*12,145*
SUBURBAN TOTAL	266.5	.1167	27.6	12.4	19.8	17.4	18.0	88.2	798,545	200,958	92,980	124,306	20,702	174,094	20,669
OTHER COUNTIES															
Adams	30.7	.0134	31.8	15.1	14.6	14.8	30.5	11.9	161,844	21,641	13,057	32,931	4,594	31,351	2,180
Antelope	8.7	.0039	35.3	8.6	12.3	14.8	35.5	3.2	29,596	4,648	1,848	230	373	9,996	727
Arthur	.5	.0002	31.9	8.6	17.2	17.2	27.4	.2	361		59		21		
Banner	.9	.0004	33.1	7.4	16.4	18.3	28.6	.3	99		30		16		
Blaine	.9	.0004	34.9	7.0	16.1	14.3	35.5	.3	2,094	236	45			169	
Boone	7.4	.0032	34.5	8.2	13.0	15.4	34.0	2.7	29,590	5,256	1,738	2,908	510	7,893	730
Box Butte	14.1	.0062	33.5	8.3	13.1	15.6	32.4	5.2	58,759	17,277	4,196	5,691	1,144	10,440	2,035
Boyd	3.3	.0014	39.8	7.1	11.3	15.0	39.8	1.3	7,111	1,843	753	155	66	430	27
Brown	4.4	.0019	35.0	6.6	15.4	15.5	34.5	1.7	18,062	3,281	2,346	436	958	4,060	225
Buffalo	35.2	.0154	25.4	23.1	13.6	12.4	24.6	12.5	183,422	29,468	21,675	24,903	9,707	36,096	1,616
Burt	8.8	.0039	39.0	8.1	11.9	15.7	38.4	3.4	25,633	7,907	2,594	327	1,033	5,814	771
Butler	9.3	.0041	37.5	8.6	12.8	14.5	37.8	3.4	24,965	4,344	3,015	551	410	6,086	413
Cass	20.5	.0089	30.8	11.4	16.5	15.5	27.6	7.3	51,665	11,037	4,659	2,615	308	15,530	613
Cedar	10.8	.0048	31.9	8.4	12.7	14.3	31.8	3.6	32,211	4,203	3,065	396	225	4,230	574
Chase	4.8	.0021	34.6	6.9	14.9	15.3	34.1	1.7	21,002	5,852	840	592	614	3,384	710
Cherry	6.8	.0029	32.0	9.3	16.7	15.5	29.4	2.5	31,800	5,276	4,361	2,621	1,217	5,523	701
Cheyenne	10.0	.0044	32.4	9.9	13.8	17.2	29.2	4.0	58,757	11,331	2,366	1,814	1,152	10,034	1,316
Clay	8.1	.0036	34.8	8.1	14.0	15.4	34.4	3.0	18,028	3,994	1,498	155	1,214	2,729	160
Colfax	9.9	.0043	38.2	8.6	12.9	14.2	38.8	3.7	32,293	6,533	4,452	1,519	879	6,810	341
Cuming	11.6	.0051	34.0	8.8	13.9	15.5	33.1	4.1	39,535	8,793	2,127	1,615	752	13,773	706
Custer	13.9	.0061	37.2	7.9	12.8	15.2	37.0	5.3	50,057	12,606	3,794	2,847	1,742	9,657	1,113
Dakota	16.9	.0073	28.0	11.9	17.8	14.3	23.3	5.9	69,440	16,634	7,302	625	1,935	14,108	2,882
Dawes	9.6	.0043	27.1	22.3	11.9	12.6	28.1	3.6	42,353	10,611	5,361	2,685	1,395	6,975	974
Dawson	22.4	.0098	31.9	10.0	15.0	15.7	29.7	8.3	109,566	20,944	7,476	8,546	4,255	21,854	3,481
Deuel	2.4	.0010	39.0	8.0	13.1	15.4	38.7	1.0	10,262	334	918	284	853	1,202	121
Dixon	7.1	.0031	36.2	8.5	12.5	15.1	36.1	2.6	10,189	2,241	1,355	277	56	1,680	571
Dodge	36.0	.0158	31.6	11.6	15.9	16.0	28.5	13.5	171,501	35,112	17,300	19,780	6,919	38,756	4,668
Dundy	2.9	.0013	40.7	7.6	12.4	15.2	40.6	1.2	7,959	2,069	794	936	184	1,415	118
Fillmore	7.9	.0034	38.4	7.5	13.6	15.8	37.7	3.0	20,512	4,271	3,584	1,444	184	2,569	580
Franklin	4.4	.0019	43.2	6.7	12.0	15.4	43.2	1.7	10,278	3,382	1,062	564	83	1,720	122
Frontier	3.6	.0016	34.9	9.6	13.8	15.6	34.3	1.4	6,413	988	664		77	2,300	39
Furnas	6.5	.0029	42.6	7.2	11.4	14.0	43.1	2.6	26,129	5,636	1,486	606	702	6,410	959
Gage	24.5	.0107	34.9	10.7	14.5	15.8	34.1	9.3	97,048	21,088	8,066	9,620	3,718	17,220	2,310
Garden	2.8	.0012	39.5	7.4	14.0	15.9	38.8	1.1	7,003	1,285	601	299	154	1,400	373
Garfield	2.4	.0011	39.3	6.3	13.6	13.7	40.2	.9	7,987	2,258	287	287		936	574

OMAHA, A QUALITY METRO MARKET

Median EBI/Household: 8% Above U.S.
$15,000+ Households: 11% Above U.S.
$25,000+ Households: 17% Above U.S.

OMAHA WORLD-HERALD
75% SUNDAY
71% DAILY COVERAGE

Sources: ABC 31 80 S&MM 1980 Survey of Buying Power

Omaha World-Herald

Further market information available from
George Kaplan, National Sales,
Omaha World-Herald, World-Herald Square, Omaha, Nebraska 68102

Participant in Newspaper Ad Bureau's "Newspapers CAN DO" data base

Represented Nationally by CWO&O, Inc.

NEB. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Gosper	2.1	.0009	38.1	5.7	12.2	17.3	36.4	.8	2,870	467	1,091	60	53	59	
Grant	.9	.0004	29.4	9.9	15.7	16.1	25.2	.3	1,742	385	42	168	26		
Greeley	3.4	.0015	35.9	7.5	11.1	14.0	36.9	1.2	13,153	1,071	910	291	24	406	115
Hall	48.1	.0210	30.2	12.1	16.4	15.3	26.8	17.8	289,649	26,515	31,675	78,299	8,847	47,586	2,464
Hamilton	9.3	.0041	33.0	9.5	14.6	16.6	30.5	3.3	32,068	6,079	1,888	1,612	577	6,388	1,320
Harlan	4.3	.0019	41.3	6.7	11.7	15.8	40.8	1.7	10,487	1,553	1,546	713	455	1,996	292
Hayes	1.3	.0005	34.2	5.7	14.9	17.2	31.6	.5	2,887	539	87		36		
Hitchcock	4.1	.0018	38.4	6.7	11.7	16.2	37.4	1.5	6,004	1,818	1,150		21	86	51
Holt	13.6	.0060	33.2	8.5	13.1	14.8	32.9	4.9	54,203	9,554	3,077	3,401	2,430	8,014	1,503
Hooker	1.0	.0004	37.7	7.3	11.6	17.2	35.9	.4	3,316	488	157	277		1,629	87
Howard	6.8	.0030	34.1	8.2	13.9	15.7	33.0	2.4	15,622	3,418	1,511	745	1,437	2,828	431
Jefferson	9.8	.0043	38.5	10.4	12.6	14.7	38.7	3.9	41,903	8,092	3,263	2,083	2,140	10,432	1,183
Johnson	5.3	.0023	38.4	8.0	13.0	15.1	38.3	2.1	13,694	2,601	1,806	665	254	263	823
Kearney	7.1	.0031	34.4	9.3	15.5	15.6	33.4	2.6	19,522	5,441	1,296	894	524	4,803	813
Keith	9.4	.0041	31.7	8.9	16.0	16.2	28.6	3.6	74,968	12,037	5,069	4,040	1,876	14,700	1,127
Keya Paha	1.3	.0006	32.4	7.0	17.1	13.1	32.4	.5	1,485	150	232	70	25		
Kimball	4.8	.0021	30.6	10.6	17.0	18.3	24.2	1.8	35,370	5,272	1,765	1,440	887	5,573	676
Knox	11.4	.0050	37.0	7.7	12.1	16.2	35.9	4.2	36,412	4,152	6,153	789	467	7,702	1,025
Lincoln	37.1	.0162	30.4	10.6	15.7	15.4	27.4	13.6	202,738	35,678	19,126	38,308	10,446	35,675	3,567
Logan	1.0	.0004	33.5	9.3	11.5	14.3	34.0	.4	851	64	72				
Loup	.9	.0004	36.4	6.9	14.6	15.3	36.1	.3	776	142	251	54	22		
McPherson	.6	.0003	35.5	7.5	12.7	16.0	34.5	.2	480	64	44				
Madison	31.7	.0139	31.4	12.8	14.8	14.3	30.4	11.8	193,937	37,963	15,316	30,052	10,374	36,092	4,240
Merrick	9.0	.0039	32.9	8.6	15.7	15.6	31.0	3.2	21,168	5,184	2,060	266	251	3,322	32
Morrill	6.1	.0027	34.7	8.3	13.9	15.7	34.0	2.3	18,007	4,843	1,409	1,374	957	5,071	498
Nance	4.7	.0020	38.6	7.1	11.6	15.2	38.5	1.7	7,049	2,142	894	214	430	607	242
Nemaha	8.4	.0037	33.9	15.2	13.1	14.1	34.5	3.2	25,383	6,281	3,154	2,344	75	4,778	329
Nuckolls	6.7	.0029	37.9	6.9	13.3	15.7	37.3	2.6	24,857	5,354	1,936	1,020	683	2,809	568
Otoe	15.2	.0067	36.7	9.2	13.5	15.3	36.4	5.8	73,569	14,090	6,718	3,234	2,199	20,104	1,317
Pawnee	3.9	.0017	45.2	6.7	10.1	15.5	45.1	1.6	8,287	1,515	588	65	161	2,316	200
Perkins	3.7	.0016	36.8	8.0	12.7	15.1	36.7	1.4	10,536	1,381	515	267	218	566	107
Phelps	9.8	.0043	34.0	9.6	15.3	15.6	32.9	3.7	49,667	9,683	2,769	2,438	2,394	10,886	1,656
Pierce	8.5	.0037	34.4	8.6	14.4	15.2	33.9	3.1	21,469	3,586	1,994	645	734	5,815	445
Platte	29.1	.0128	29.2	12.1	15.9	15.7	25.1	10.3	146,967	28,618	15,389	23,724	7,432	25,455	2,729
Polk	6.3	.0027	38.7	7.8	12.7	14.8	38.8	2.3	19,947	2,464	684	332	116	3,694	1,870
Red Willow	12.7	.0056	32.5	11.6	14.3	15.3	31.1	4.9	78,864	16,735	6,797	7,527	3,260	16,452	1,169

If you could buy only one TV station in Nebraska, which would you choose?

How about the one that's first in the nation in these day part shares: KOLN-TV/KGIN-TV.

PRIME TIME	TSA adults 18+	50%
TOTAL DAY	TSA Homes	52%
EARLY EVENING	TSA women 18-49	71%
	ADI homes	51%

Get all the facts and figures from Avery-Knodel. Television/Radio Age and Arbitron, May 1980.

NEB. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Richardson	11.3	.0049	40.9	8.1	12.7	14.4	41.3	4.5
Rock	2.4	.0011	35.2	7.4	13.3	14.8	35.3	.9
Saline	13.2	.0057	36.8	13.6	12.2	13.9	37.8	5.0
Saunders	18.9	.0082	34.2	10.5	13.5	15.5	33.5	6.7
Scotts Bluff	38.6	.0169	29.3	13.4	15.6	15.8	25.4	14.1
Seward	15.9	.0070	29.2	18.9	13.8	14.0	28.0	5.4
Sheridan	7.6	.0033	34.6	8.6	12.5	15.3	34.2	2.9
Sherman	4.2	.0019	36.3	8.0	13.0	14.7	36.5	1.5
Sioux	1.8	.0007	34.4	8.1	14.6	18.6	30.5	.7
Stanton	6.6	.0029	32.3	9.1	14.9	15.6	30.4	2.2
Thayer	7.6	.0034	41.0	7.2	12.1	15.4	40.8	2.9
Thomas	1.0	.0004	33.1	10.0	15.0	15.5	31.6	.4
Thurston	7.2	.0032	29.9	10.8	12.7	16.1	27.4	2.4
Valley	5.6	.0024	37.7	8.0	13.0	14.8	37.9	2.2
Washington	15.7	.0069	30.9	13.4	14.7	15.6	28.4	5.4
Wayne	9.9	.0043	26.6	25.2	12.0	13.8	26.1	3.4
Webster	4.8	.0021	43.3	7.2	12.5	14.6	43.5	1.9
Wheeler	1.1	.0005	32.0	8.4	14.5	15.5	30.1	.4
York	14.9	.0065	32.3	11.0	15.0	15.3	30.6	5.5
TOTAL METRO COUNTIES	**698.8**	**.3058**	**27.7**	**16.1**	**18.4**	**15.6**	**21.0**	**255.4**
TOTAL STATE	**1,579.6**	**.6912**	**30.2**	**13.3**	**16.1**	**15.4**	**27.0**	**581.2**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Richardson	43,936	8,797	2,546	4,585	1,447	11,277	1,110
Rock	6,688	2,327	504	230	203	772	137
Saline	52,645	9,553	4,763	4,033	12,421	8,918	1,915
Saunders	30,977	10,853	3,971	1,699	5,418	8,986	1,295
Scotts Bluff	200,618	47,506	16,573	23,218	10,440	32,826	4,167
Seward	65,865	13,207	4,353	4,170	2,881	17,149	1,174
Sheridan	45,958	10,664	3,358	690	1,481	8,380	985
Sherman	9,314	2,108	617		488	1,691	415
Sioux	2,155	199		207		125	
Stanton	6,214	1,550	1,304	44	48	140	
Thayer	34,888	4,868	4,200	92	279	10,630	954
Thomas	6,438	2,626	145			55	
Thurston	15,188	2,823	1,552	173	166	3,317	823
Valley	24,514	4,857	1,115	1,351	592	2,360	429
Washington	49,386	9,623	4,715	1,309	720	13,839	1,469
Wayne	36,378	4,302	3,545	3,524	674	11,605	250
Webster	12,057	2,350	1,094	468	935	2,768	574
Wheeler	1,151	54	314				
York	73,424	16,861	5,949	8,139	1,414	18,321	1,572
TOTAL METRO COUNTIES	**3,068,529**	**603,984**	**365,828**	**477,571**	**162,271**	**584,074**	**84,079**
TOTAL STATE	**6,770,314**	**1,300,276**	**696,552**	**866,548**	**307,224**	**1,311,782**	**162,075**

NEB.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LINCOLN	**1,573,904**	**18,715**	**5.4**	**13.7**	**31.5**	**30.3**	**.0890**
Lancaster	1,573,904	18,715	5.4	13.7	31.5	30.3	.0890
• Lincoln	1,419,840	18,818	5.3	13.1	31.4	30.7	.0813
SUBURBAN TOTAL	154,064	17,807	5.9	19.0	32.2	27.2	.0077
OMAHA	**4,991,836**	**21,524**	**4.0**	**11.8**	**29.0**	**39.9**	**.2634**
Douglas	3,656,073	21,839	4.2	11.3	27.3	41.2	.1939
• Omaha	2,854,349	21,344	4.3	11.7	27.4	39.8	.1563
Sarpy	671,394	22,153	2.7	12.9	35.0	40.7	.0327
Pottawattamie, Iowa	*664,369*	*19,502*	*4.4*	*13.0*	*31.3*	*33.0*	*.0368*
Council Bluffs	*446,320*	*19,703*	*4.3*	*12.8*	*30.6*	*34.3*	*.0266*
SUBURBAN TOTAL	2,137,487	21,743	3.6	11.9	31.1	40.0	.1071
OTHER COUNTIES							
Adams	276,566	20,022	5.4	12.0	26.4	36.8	.0153
Antelope	59,832	15,426	8.3	15.0	27.5	23.9	.0034
Arthur	3,079	13,800	5.0	32.5	27.0	16.5	.0001

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Banner	5,984	17,600	7.0	18.7	26.9	30.7	.0002
Blaine	3,506	10,125	11.0	21.4	23.0	6.3	.0003
Boone	52,822	16,000	6.2	13.9	26.8	26.1	.0030
Box Butte	103,500	17,567	6.0	12.8	25.7	31.0	.0058
Boyd	18,732	11,475	7.9	16.9	23.4	14.0	.0012
Brown	30,510	14,450	5.1	16.5	25.1	23.0	.0017
Buffalo	263,323	17,814	5.9	14.0	28.4	30.1	.0161
Burt	68,931	17,041	5.4	12.2	27.3	28.6	.0035
Butler	67,537	14,874	6.0	12.8	22.2	27.5	.0034
Cass	147,596	18,146	5.7	13.6	30.5	30.1	.0075
Cedar	60,725	12,943	8.1	15.0	23.9	20.0	.0036
Chase	27,258	14,145	7.9	15.3	27.8	19.4	.0017
Cherry	53,073	12,565	5.1	16.0	29.2	29.5	.0031
Cheyenne	93,174	20,732	6.0	11.6	26.0	38.4	.0053
Clay	62,191	17,079	6.1	16.2	31.9	26.9	.0030

Lincoln: Your Capital Marketplace

This is the Sower. He stands atop the Capitol in the heart of Lincoln, the capital of Nebraska. He represents the rich rewards of the most fertile quality of life market anywhere. We've adopted him as our symbol because we cover the same ground in this $1.7 billion retail market.

Journal-Star Audience Coverage

(Lincoln Metro Area)	Daily	Sunday
Total Adults	79.3%	81.2%
In $35,000+ Households	85.1%	83.1%
In $25,000+ Households	86.6%	86.8%
Age 25-49	81.9%	86.4%
College Grads	82.8%	83.7%
3+ Persons per Household	80.1%	83.4%

Source: Scarborough Research Corporation, 1980 S&MM 1981 Survey of Buying Power.

Journal-Star Printing Co.

Represented by Sawyer Ferguson Walker, Inc.

Sunday Journal and Star Lincoln Journal THE LINCOLN STAR

NEB. (cont.) S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Colfax	64,312	15,123	6.8	15.7	27.7	22.7	.0036
Cuming	88,960	17,775	5.6	13.7	25.2	33.4	.0047
Custer	105,688	15,705	6.9	14.5	26.1	26.0	.0057
Dakota	130,858	20,194	4.7	11.5	29.7	35.4	.0073
Dawes	62,480	13,705	8.8	20.1	26.6	18.4	.0038
Dawson	183,249	18,901	4.9	12.9	29.5	32.7	.0105
Deuel	22,795	19,400	4.7	15.3	31.5	31.6	.0011
Dixon	49,991	17,152	6.8	14.9	31.4	25.7	.0023
Dodge	263,046	17,439	5.4	15.8	30.4	27.2	.0157
Dundy	30,016	18,816	7.0	12.8	25.0	36.5	.0014
Fillmore	66,598	18,240	6.2	12.8	23.8	34.6	.0031
Franklin	29,644	13,718	6.6	20.3	25.0	19.7	.0015
Frontier	23,846	13,483	8.0	22.0	25.7	18.7	.0011
Furnas	46,864	14,618	6.1	15.8	27.2	21.5	.0027
Gage	196,053	18,299	6.1	13.6	27.7	31.8	.0107
Garden	17,115	13,065	9.2	15.0	25.2	19.2	.0009
Garfield	15,429	13,902	6.0	19.2	25.6	19.3	.0008
Gosper	12,963	13,676	6.9	22.3	28.6	16.5	.0007
Grant	10,214	26,167	1.7	5.7	25.7	51.2	.0005
Greeley	22,178	13,829	6.4	16.2	20.3	25.6	.0013
Hall	357,074	17,966	4.8	14.5	31.6	28.2	.0230
Hamilton	76,615	20,942	4.6	11.1	30.0	36.0	.0039
Harlan	30,166	15,476	7.7	15.0	31.1	20.7	.0016
Hayes	4,991	7,500	10.0	15.4	20.2	2.6	.0003
Hitchcock	29,858	16,583	4.9	12.5	30.7	24.1	.0013
Holt	95,532	16,099	6.8	14.3	24.8	28.6	.0056
Hooker	6,048	13,583	6.8	28.9	31.0	12.0	.0003
Howard	43,321	16,095	7.0	13.3	27.3	25.9	.0022
Jefferson	71,458	14,915	6.4	15.2	26.3	23.4	.0042
Johnson	31,578	13,084	6.5	19.3	25.3	17.2	.0018
Kearney	64,165	21,529	5.0	9.2	28.0	40.6	.0030
Keith	81,435	20,917	5.4	11.5	28.4	38.5	.0054
Keya Paha	7,791	11,385	9.4	16.0	23.8	17.2	.0003
Kimball	47,539	24,360	3.6	8.4	24.7	48.2	.0028
Knox	62,933	11,882	7.2	16.7	23.3	16.5	.0039
Lincoln	276,133	18,385	5.9	14.7	31.5	28.9	.0171
Logan	4,592	9,304	14.4	16.3	25.5	4.3	.0003

S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Loup	4,040	10,444	11.3	22.3	18.0	12.4	.0003
McPherson	2,281	10,600	12.5	29.5	19.5	4.0	.0001
Madison	274,514	20,273	5.3	12.5	25.7	37.7	.0163
Merrick	61,632	17,051	6.1	15.1	30.3	26.8	.0032
Morrill	40,765	15,475	5.6	14.8	28.4	23.2	.0022
Nance	26,792	13,065	6.9	18.3	27.3	15.2	.0014
Nemaha	57,488	15,145	7.1	16.2	27.2	23.2	.0031
Nuckolls	42,690	14,159	6.8	15.2	29.7	17.4	.0025
Otoe	100,132	15,358	5.6	17.9	30.8	20.4	.0064
Pawnee	25,207	12,031	8.1	19.4	20.9	18.2	.0014
Perkins	40,568	25,676	4.0	9.6	25.4	51.7	.0017
Phelps	88,149	18,837	5.8	14.5	25.1	35.6	.0047
Pierce	50,095	13,704	6.6	17.4	27.1	18.1	.0029
Platte	214,172	18,501	4.9	14.8	31.6	29.9	.0130
Polk	53,730	19,662	5.8	12.0	30.9	33.7	.0027
Red Willow	96,414	16,608	5.9	15.9	27.1	28.7	.0061
Richardson	78,458	13,746	6.9	14.6	24.9	21.8	.0046
Rock	16,063	15,449	7.8	18.9	34.6	17.8	.0008
Saline	135,231	20,759	5.3	11.3	22.2	40.9	.0065
Saunders	143,007	19,144	5.6	12.3	25.6	34.8	.0071
Scotts Bluff	292,904	18,337	5.3	14.2	30.8	30.4	.0178
Seward	112,647	16,857	6.0	17.0	30.0	25.7	.0065
Sheridan	70,924	19,312	4.8	13.1	25.4	34.7	.0040
Sherman	23,022	12,159	7.0	15.1	22.9	18.5	.0013
Sioux	9,695	11,647	7.1	20.7	25.8	11.2	.0004
Stanton	40,578	16,932	5.6	12.8	30.2	24.9	.0020
Thayer	52,321	15,734	6.3	13.6	29.3	22.7	.0032
Thomas	4,371	11,226	6.8	38.7	19.0	1.3	.0004
Thurston	46,478	16,989	4.8	16.0	30.7	27.1	.0024
Valley	44,359	15,793	6.5	14.1	26.3	25.8	.0024
Washington	102,222	17,406	6.4	14.1	33.9	23.7	.0058
Wayne	64,853	15,108	7.7	18.3	27.2	23.2	.0037
Webster	28,137	10,937	7.8	15.9	22.5	14.7	.0017
Wheeler	7,070	15,679	5.5	16.0	36.9	17.8	.0003
York	131,523	20,916	5.0	11.1	27.3	39.1	.0072
TOTAL METRO COUNTIES	**6,032,229**	**20,875**	**4.4**	**12.2**	**29.3**	**37.9**	**.3229**
TOTAL STATE	**12,615,790**	**18,818**	**5.2**	**13.5**	**28.6**	**32.6**	**.6963**

NEVADA

NEV. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LAS VEGAS	**475.7**	**.2082**	**29.6**	**13.3**	**19.5**	**19.0**	**20.5**	**181.1**	**2,498,455**	**503,121**	**200,842**	**357,518**	**108,736**	**481,128**	**94,428**
Clark	475.7	.2082	29.6	13.3	19.5	19.0	20.5	181.1	2,498,455	503,121	200,842	357,518	108,736	481,128	94,428
• Las Vegas	166.2	.0727	30.5	12.0	18.7	19.4	22.2	64.3	894,817	157,265	61,862	63,856	62,282	251,604	22,328
SUBURBAN TOTAL	**309.5**	**.1355**	**29.2**	**14.0**	**20.1**	**18.8**	**19.6**	**116.8**	**1,603,638**	**345,856**	**138,980**	**293,662**	**46,454**	**229,524**	**72,100**

For a free market package contact Trudy Patterson, Nat'l Adv. Mgr., P.O. Box 70, Las Vegas, NV 89101. Phone (702) 383-0363. Represented nationally by Western Dailies.

NEV. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
RENO	**199.0**	**.0870**	**32.0**	**14.2**	**16.7**	**18.7**	**26.4**	**80.2**
Washoe	199.0	.0870	32.0	14.2	16.7	18.7	26.4	80.2
• Reno	102.3	.0448	33.0	15.6	16.3	17.8	28.9	44.8
SUBURBAN TOTAL	96.7	.0422	31.1	12.8	17.0	19.6	23.7	35.4
OTHER COUNTIES								
Carson City	33.2	.0145	31.2	10.3	18.9	19.4	23.3	12.7
Carson City	33.2	.0145	31.2	10.3	18.9	19.4	23.3	12.7
Churchill	14.1	.0062	30.7	14.3	14.2	16.5	27.3	5.2
Douglas	20.4	.0089	34.0	10.2	18.8	21.5	26.6	7.8
Elko	17.5	.0077	31.5	10.6	16.6	17.3	26.9	6.5
Esmeralda	.8	.0003	42.3	11.3	10.4	18.4	40.6	.3
Eureka	1.2	.0006	37.1	10.1	15.8	19.3	33.5	.5
Humboldt	9.6	.0042	34.0	10.9	15.0	17.4	31.2	3.4
Lander	4.2	.0018	29.3	13.2	19.0	16.5	22.7	1.5
Lincoln	3.8	.0017	36.0	7.6	14.3	15.9	35.1	1.3
Lyon	14.0	.0061	32.3	9.9	16.4	17.8	27.8	5.2
Mineral	6.1	.0027	30.4	15.5	14.3	17.9	25.6	2.3
Nye	9.4	.0041	33.5	12.1	17.3	18.4	28.9	3.6
Pershing	3.5	.0015	38.0	8.2	13.4	17.7	35.9	1.3
Storey	1.5	.0007	43.7	8.7	15.4	16.9	42.9	.6
White Pine	8.0	.0036	30.7	11.9	16.2	16.5	26.6	3.0
TOTAL METRO COUNTIES	**674.7**	**.2952**	**30.3**	**13.6**	**18.7**	**18.9**	**22.3**	**261.3**
TOTAL STATE	**822.0**	**.3598**	**30.6**	**13.1**	**18.4**	**18.8**	**23.1**	**316.5**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RENO	**1,391,833**	**202,889**	**92,562**	**160,299**	**85,122**	**267,357**	**134,945**
Washoe	1,391,833	202,889	92,562	160,299	85,122	267,357	134,945
• Reno	1,015,638	117,477	58,861	120,352	63,701	246,456	74,085
SUBURBAN TOTAL	376,195	85,412	33,701	39,947	21,421	20,901	60,860
OTHER COUNTIES							
Carson City	202,523	29,260	10,962	18,433	15,914	42,769	14,132
Carson City	202,523	29,260	10,962	18,433	15,914	42,769	14,132
Churchill	59,401	11,733	1,942	1,405	1,756	20,347	2,483
Douglas	65,294	5,258	5,921	182	4,050	3,112	15,521
Elko	76,184	15,448	5,152	4,116	2,391	13,072	4,904
Esmeralda	2,226		804				
Eureka	2,253	241	103			45	
Humboldt	47,750	9,165	3,832	2,888	746	3,594	406
Lander	18,966	5,337	3,815			209	258
Lincoln	10,378	3,672	1,084	1,190	44	2,149	
Lyon	28,376	6,354	2,347	741	882	5,209	1,083
Mineral	18,668	3,723	559	785	1,416	3,659	1,366
Nye	24,380	2,714	3,533	846	104	1,576	345
Pershing	16,734	2,650	694	108		1,267	152
Storey	5,280	633	1,315	30			
White Pine	46,774	9,372	2,808	2,103	743	14,917	1,775
TOTAL METRO COUNTIES	**3,890,288**	**706,010**	**292,404**	**517,817**	**193,858**	**748,485**	**229,373**
TOTAL STATE	**4,515,475**	**811,570**	**338,275**	**550,644**	**221,904**	**860,410**	**271,798**

NEV.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LAS VEGAS	**3,963,882**	**19,940**	**4.8**	**14.8**	**30.4**	**34.8**	**.2285**
Clark	3,963,882	19,940	4.8	14.8	30.4	34.8	.2285
• Las Vegas	1,418,655	20,215	4.9	13.3	29.2	35.8	.0815
SUBURBAN TOTAL	2,545,227	19,791	4.8	15.6	31.2	34.2	.1470
RENO	**1,977,478**	**21,530**	**4.5**	**12.7**	**26.5**	**40.9**	**.1151**
Washoe	1,977,478	21,530	4.5	12.7	26.5	40.9	.1151
• Reno	1,081,319	20,694	4.8	13.2	25.3	39.4	.0703
SUBURBAN TOTAL	896,159	22,518	4.1	12.0	28.0	42.9	.0448
OTHER COUNTIES							
Carson City	302,985	21,679	4.1	11.8	31.4	39.5	.0175
Carson City	302,985	21,679	4.1	11.8	31.4	39.5	.0175
Churchill	84,789	13,815	7.7	19.5	29.0	16.7	.0054
Douglas	192,666	20,995	4.4	17.7	26.5	38.0	.0092
Elko	137,977	19,714	4.4	11.5	33.3	32.2	.0077

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Esmeralda	6,351	15,000	4.7	7.3	16.7	33.3	.0002
Eureka	7,043	14,269	4.4	24.2	38.8	7.4	.0004
Humboldt	79,629	20,578	5.2	11.9	27.6	38.0	.0045
Lander	30,211	19,468	5.1	8.7	33.9	28.1	.0018
Lincoln	17,651	12,768	7.8	21.9	28.2	9.9	.0013
Lyon	92,376	16,230	4.7	16.8	38.6	16.8	.0045
Mineral	50,374	20,270	4.2	10.0	34.6	35.5	.0025
Nye	59,262	12,758	8.4	23.7	29.1	10.5	.0033
Pershing	24,004	17,390	4.7	15.4	34.7	23.7	.0015
Storey	10,851	14,500	4.3	8.7	25.0	22.3	.0006
White Pine	58,890	18,145	4.1	12.7	43.6	23.2	.0037
TOTAL METRO COUNTIES	**5,941,360**	**20,376**	**4.7**	**14.1**	**29.3**	**36.6**	**.3436**
TOTAL STATE	**7,096,419**	**19,964**	**4.8**	**14.3**	**29.7**	**35.3**	**.4077**

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NEW HAMPSHIRE

N.H.
S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
MANCHESTER - NASHUA	**280.8**	**.1228**	**30.0**	**12.3**	**18.1**	**16.9**	**24.2**	**98.3**
Hillsborough	280.8	.1228	30.0	12.3	18.1	16.9	24.2	98.3
• Manchester	91.0	.0398	32.5	12.4	14.8	17.1	29.1	34.7
• Nashua	68.7	.0301	29.2	12.3	19.4	17.2	21.6	24.3
SUBURBAN TOTAL	121.1	.0529	29.1	12.3	19.6	16.5	22.0	39.3
PORTSMOUTH - DOVER - ROCHESTER	**423.3**	**.1852**	**29.8**	**12.9**	**17.9**	**16.6**	**24.0**	**149.2**
Rockingham	*194.5*	*.0851*	*29.5*	*11.5*	*19.6*	*17.3*	*21.9*	*68.2*
• Portsmouth	26.3	.0115	26.1	13.8	13.5	16.7	21.3	9.4
Strafford	86.6	.0379	28.5	17.3	16.3	16.4	23.1	29.9
• Dover	22.5	.0098	29.0	9.7	12.2	18.4	24.3	8.2
• Rochester	27.0	.0118	30.0	8.7	12.1	18.2	25.8	10.1
York, Me.	142.2	.0622	31.1	12.0	16.2	16.0	27.7	51.1
SUBURBAN TOTAL	347.5	.1521	30.0	13.3	18.9	16.4	24.2	121.5
OTHER COUNTIES								
Belknap	43.8	.0191	31.9	10.4	15.8	16.7	28.4	16.1
Carroll	28.7	.0126	34.6	9.9	14.2	16.2	33.3	11.5
Cheshire	62.8	.0275	30.3	14.2	16.6	16.4	25.8	22.3
Coos	35.2	.0154	33.0	9.6	14.1	17.8	29.5	13.1
Grafton	66.7	.0292	29.6	17.6	15.6	15.3	26.3	23.8
Merrimack	99.9	.0438	32.0	12.3	16.4	16.2	28.9	35.6
Sullivan	36.5	.0160	32.1	10.3	16.4	16.6	28.7	13.6
TOTAL METRO COUNTIES	**561.9**	**.2458**	**29.6**	**12.8**	**18.3**	**17.0**	**23.1**	**196.4**
TOTAL STATE	**935.5**	**.4094**	**30.3**	**12.8**	**17.3**	**16.7**	**25.2**	**332.4**

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**1,217,090**	**272,708**	**100,447**	**148,267**	**62,666**	**200,132**	**32,475**
Hillsborough	1,217,090	272,708	100,447	148,267	62,666	200,132	32,475
• Manchester	449,208	82,890	45,382	52,571	20,815	91,716	14,372
• Nashua	406,104	88,088	28,461	46,533	23,786	80,176	10,871
SUBURBAN TOTAL	361,778	101,730	26,604	49,163	18,065	28,240	7,232
PORTSMOUTH - DOVER - ROCHESTER	**1,837,917**	**455,761**	**174,345**	**155,308**	**72,518**	**290,766**	**57,797**
Rockingham	*993,134*	*260,310*	*89,155*	*94,885*	*43,877*	*150,329*	*23,826*
• Portsmouth	214,379	35,620	23,778	11,468	11,662	42,230	3,197
Strafford	342,384	79,391	29,793	29,150	13,559	57,497	14,542
• Dover	115,606	18,788	11,518	8,786	8,499	20,034	3,175
• Rochester	138,279	35,564	9,270	11,936	2,100	25,103	9,471
York, Me.	502,399	116,060	55,397	31,273	15,082	82,940	19,429
SUBURBAN TOTAL	1,369,653	365,789	129,779	123,118	50,257	203,399	41,954
OTHER COUNTIES							
Belknap	230,288	57,520	17,446	16,530	11,071	37,044	4,617
Carroll	146,762	36,125	17,273	6,432	5,537	13,577	2,567
Cheshire	214,945	59,678	18,063	18,912	9,675	30,947	3,710
Coos	144,159	37,052	10,961	13,329	4,144	21,228	3,206
Grafton	329,923	88,622	25,893	34,942	13,353	35,917	6,674
Merrimack	471,176	107,700	34,108	55,735	13,547	86,642	12,650
Sullivan	135,568	36,821	7,789	6,780	6,057	23,955	4,804
TOTAL METRO COUNTIES	**2,552,608**	**612,409**	**219,395**	**272,302**	**120,102**	**407,958**	**70,843**
TOTAL STATE	**4,225,429**	**1,035,927**	**350,928**	**424,962**	**183,486**	**657,268**	**109,071**

N.H.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**2,220,467**	**20,858**	**4.2**	**12.1**	**30.7**	**36.6**	**.1235**
Hillsborough	2,220,467	20,858	4.2	12.1	30.7	36.6	.1235
• Manchester	714,973	18,604	4.9	13.6	29.9	30.7	.0416
• Nashua	583,107	22,291	3.9	10.7	31.3	40.6	.0347
SUBURBAN TOTAL	922,387	21,876	3.9	11.5	31.1	39.3	.0472
PORTSMOUTH - DOVER - ROCHESTER	**3,096,395**	**18,640**	**5.0**	**14.9**	**33.1**	**29.3**	**.1796**
Rockingham	*1,586,803*	*21,377*	*4.1*	*12.5*	*31.4*	*38.4*	*.0917*
• Portsmouth	190,943	17,705	5.4	16.4	32.8	27.2	.0142
Strafford	590,597	17,597	5.6	15.9	35.0	24.6	.0345
• Dover	161,377	18,091	5.7	16.2	35.1	26.5	.0100
• Rochester	180,343	16,638	5.7	17.0	35.4	20.8	.0116
York, Me.	918,995	16,181	5.7	17.4	34.5	20.1	.0534
SUBURBAN TOTAL	2,563,732	18,916	4.8	14.5	32.8	30.4	.1438
OTHER COUNTIES							
Belknap	344,367	18,386	4.7	14.7	31.3	29.5	.0205
Carroll	193,734	14,551	6.4	20.8	31.3	17.0	.0125
Cheshire	482,641	19,319	4.5	14.5	34.2	30.9	.0254
Coos	237,711	16,485	6.0	15.9	34.5	20.8	.0141
Grafton	537,143	18,255	5.3	15.5	30.7	29.8	.0310
Merrimack	756,800	18,505	5.1	15.0	33.5	28.5	.0442
Sullivan	279,835	17,823	5.2	15.8	33.3	26.7	.0151
TOTAL METRO COUNTIES	**4,397,867**	**20,473**	**4.4**	**12.8**	**31.7**	**35.4**	**.2497**
TOTAL STATE	**7,230,098**	**19,408**	**4.7**	**14.0**	**32.1**	**32.1**	**.4125**

NEW JERSEY

N.J.
S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ATLANTIC CITY	**195.4**	**.0855**	**36.4**	**9.5**	**12.9**	**14.9**	**36.4**	**72.6**
Atlantic	195.4	.0855	36.4	9.5	12.9	14.9	36.4	72.6
• Atlantic City	39.6	.0173	46.7	8.0	9.9	13.1	47.1	17.6
SUBURBAN TOTAL	155.8	.0682	34.3	9.9	13.6	15.5	33.6	55.0
JERSEY CITY	**555.0**	**.2429**	**33.6**	**12.6**	**15.2**	**16.4**	**31.4**	**208.5**
Hudson	555.0	.2429	33.6	12.6	15.2	16.4	31.4	208.5
Bayonne	64.4	.0282	34.9	12.7	13.5	16.6	33.3	23.9
Hoboken	42.2	.0185	29.3	16.9	16.1	14.7	26.0	15.1
• Jersey City	220.5	.0965	32.3	12.9	15.4	15.1	30.7	81.9
North Bergen Township	46.9	.0205	36.0	12.0	15.5	17.3	33.9	18.6
Union City	57.0	.0249	34.9	10.6	16.5	18.4	31.5	21.5
West New York	39.1	.0171	36.2	9.9	16.5	19.6	31.9	15.5
SUBURBAN TOTAL	334.5	.1464	34.5	12.5	14.8	17.3	32.0	126.6
LONG BRANCH - ASBURY PARK	**506.1**	**.2215**	**31.5**	**11.2**	**16.1**	**17.7**	**26.7**	**173.0**
Monmouth	506.1	.2215	31.5	11.2	16.1	17.7	26.7	173.0
• Asbury Park	17.0	.0074	40.0	13.7	12.0	13.3	41.1	7.9

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**998,340**	**225,698**	**116,924**	**93,364**	**37,211**	**110,342**	**21,204**
Atlantic	998,340	225,698	116,924	93,364	37,211	110,342	21,204
• Atlantic City	269,732	22,279	43,112	13,026	8,676	14,768	6,356
SUBURBAN TOTAL	728,608	203,419	73,812	80,338	28,535	95,574	14,848
JERSEY CITY	**1,656,291**	**481,717**	**151,609**	**115,744**	**68,416**	**199,488**	**43,466**
Hudson	1,656,291	481,717	151,609	115,744	68,416	199,488	43,466
Bayonne	173,611	47,422	21,397	1,958	10,146	7,176	6,258
Hoboken	90,314	45,811	11,296	1,471	2,440	674	2,754
• Jersey City	612,166	164,034	60,693	49,623	25,411	84,640	18,705
North Bergen Township	228,911	94,358	14,410	18,374	5,593	50,487	1,497
Union City	169,683	46,827	11,421	20,352	9,190	30,184	6,020
West New York	103,246	17,322	8,164	2,754	9,197	14,853	1,948
SUBURBAN TOTAL	1,044,125	317,683	90,916	66,121	43,005	114,848	24,761
LONG BRANCH - ASBURY PARK	**2,168,913**	**542,003**	**223,375**	**191,341**	**122,316**	**363,729**	**58,851**
Monmouth	2,168,913	542,003	223,375	191,341	122,316	363,729	58,851
• Asbury Park	63,330	7,058	7,192	13,637	2,318	7,162	1,058

N.J. (cont.)
GNM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Long Branch	29.7	.0130	30.8	17.9	15.0	14.6	29.1	11.9	81,397	33,296	10,447	2,278	1,946	9,255	4,451
Middletown Township	63.2	.0277	30.5	8.8	14.4	21.0	22.5	19.2	203,679	82,180	10,831	26,060	14,750	14,272	9,470
SUBURBAN TOTAL	459.4	.2011	31.4	10.6	16.4	18.0	26.0	153.2	2,024,186	501,649	205,736	175,426	118,052	347,312	53,342
NEWARK	**1,958.7**	**.8572**	**32.7**	**11.5**	**16.1**	**18.0**	**28.3**	**680.0**	**8,140,097**	**2,081,807**	**749,873**	**610,119**	**475,780**	**1,394,410**	**182,759**
Essex	845.2	.3699	32.6	12.3	15.5	16.6	29.6	299.7	2,984,101	743,857	270,751	303,742	185,555	421,030	70,875
Bloomfield	47.5	.0208	36.5	11.5	15.0	16.0	35.6	17.9	172,384	57,007	13,330	2,179	4,271	29,640	3,257
East Orange	77.2	.0338	34.4	13.0	17.2	15.4	33.7	30.4	134,033	29,859	12,170	1,271	6,754	40,210	3,111
Irvington	61.7	.0270	44.0	11.3	11.9	15.8	43.8	28.4	160,323	38,679	10,821	14,589	7,319	28,263	5,700
Montclair	38.0	.0166	36.9	12.4	12.7	16.3	35.8	13.8	149,537	36,159	7,865	6,138	6,817	28,069	2,785
• Newark	325.7	.1425	28.6	13.3	17.5	15.8	23.1	113.3	620,984	137,226	87,238	83,381	51,898	49,972	19,878
West Orange	39.2	.0172	36.9	10.4	12.8	17.8	34.5	13.3	196,014	60,262	35,911	19,010	4,579	11,014	2,037
Morris	409.2	.1791	31.0	10.9	18.7	19.3	23.3	133.6	1,929,218	585,594	181,767	126,463	73,071	324,872	37,536
Parsippany - Troy Hills Township	49.5	.0217	29.5	14.1	25.0	17.1	19.1	16.5	204,223	79,760	23,596	10,027	6,938	23,657	3,342
Somerset	203.5	.0891	32.1	10.4	17.2	20.6	24.4	68.3	953,673	219,041	96,829	79,170	52,402	180,127	28,292
Union	500.8	.2191	34.9	11.2	14.4	18.3	31.6	178.4	2,273,105	533,315	200,526	100,744	164,752	468,381	46,056
Elizabeth	105.6	.0462	34.6	12.4	16.0	16.6	32.8	40.2	340,291	95,619	29,276	11,979	21,015	79,363	8,597
Linden	37.5	.0164	34.6	12.9	15.0	16.7	32.8	13.7	159,691	33,409	17,038	1,159	13,212	27,461	1,859
Plainfield	45.4	.0199	32.1	11.9	17.3	15.3	29.7	15.9	105,551	13,078	5,831	16,072	8,470	26,167	1,595
Union Township	49.9	.0218	41.2	10.7	11.8	18.2	39.4	18.0	366,677	56,382	30,791	45,385	46,518	75,506	4,929
SUBURBAN TOTAL	1,633.0	.7147	33.6	11.2	15.7	18.5	29.3	566.7	7,519,113	1,944,581	662,635	526,738	423,882	1,344,438	162,881
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**595.8**	**.2608**	**30.1**	**13.9**	**17.4**	**19.1**	**22.3**	**199.0**	**2,534,594**	**601,278**	**225,927**	**335,480**	**127,537**	**328,053**	**47,640**
Middlesex	595.8	.2608	30.1	13.9	17.4	19.1	22.3	199.0	2,534,594	601,278	225,927	335,480	127,537	328,053	47,640
Edison Township	70.3	.0308	29.9	12.6	18.6	20.7	19.9	23.3	371,486	52,887	39,472	83,017	11,251	23,170	10,463
• New Brunswick	41.3	.0181	26.1	30.6	14.5	12.0	25.2	14.0	157,816	9,126	12,726	23,320	23,224	36,426	1,181
Old Bridge Township	51.6	.0226	27.7	11.3	21.3	19.2	15.1	16.2	69,225	30,671	9,376	3,523	1,138	1,451	2,586
• Perth Amboy	38.9	.0170	34.9	13.7	15.1	16.3	33.6	14.0	209,684	46,558	18,238	4,669	8,823	60,539	4,679
• Sayreville	29.7	.0130	30.0	12.0	17.5	21.2	19.9	9.5	64,076	25,990	9,396	1,737	1,424	6,428	1,811
Woodbridge Township	89.3	.0391	30.8	12.8	15.8	21.2	22.2	28.8	477,095	94,529	35,492	99,455	26,981	53,091	6,185
SUBURBAN TOTAL	485.9	.2127	30.0	12.6	17.9	19.9	21.3	161.5	2,103,018	519,604	185,567	305,754	94,066	224,660	39,969
PATERSON - CLIFTON - PASSAIC	**446.1**	**.1953**	**32.5**	**12.0**	**15.7**	**16.7**	**29.4**	**153.8**	**1,920,831**	**356,428**	**168,709**	**349,176**	**94,285**	**273,143**	**33,153**
Passaic	446.1	.1953	32.5	12.0	15.7	16.7	29.4	153.8	1,920,831	356,428	168,709	349,176	94,285	273,143	33,153
• Clifton	73.7	.0323	38.4	11.6	12.7	18.2	36.0	27.8	329,571	99,802	35,490	11,716	5,040	66,140	5,396
• Passaic	52.2	.0228	33.9	12.6	15.1	15.0	33.4	19.5	167,791	26,815	18,084	5,443	9,234	17,594	5,232
• Paterson	137.3	.0601	31.0	13.2	16.6	14.3	29.0	47.4	211,655	42,068	18,258	14,197	20,214	32,841	6,730
Wayne Township	46.2	.0202	31.1	9.6	14.2	21.4	23.0	13.7	696,908	68,515	47,594	283,930	33,686	72,314	6,439
SUBURBAN TOTAL	182.9	.0801	31.6	11.0	16.4	18.5	25.9	59.1	1,211,814	187,743	96,877	317,820	59,797	156,568	15,795

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Star-Ledger	**354,644**	**35%**
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New York Times	**73,732**	**7%**
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More Total Daily Circulation Than The Next 3 New Jersey Newspapers Combined

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Sources: The Scarborough Report 1980, GNJM 6 county — Morris, Essex, Union, Middlesex, Somerset, Monmouth; ABC Fas Fax 3/31/81

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Sources: ABC, 1979; S&MM 1980

N.J. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TRENTON	**307.9**	**.1347**	**31.6**	**14.2**	**15.4**	**17.0**	**27.8**	**106.7**	**1,367,861**	**333,973**	**120,133**	**179,523**	**72,980**	**175,576**	**30,799**
Mercer	307.9	.1347	31.6	14.2	15.4	17.0	27.8	106.7	1,367,861	333,973	120,133	179,523	72,980	175,576	30,799
Hamilton Township	82.9	.0363	32.5	11.5	15.3	19.1	27.1	28.8	352,950	122,623	35,952	16,749	8,212	65,398	10,714
• Trenton	91.1	.0399	33.0	13.0	14.4	15.6	31.6	33.3	138,755	21,573	24,773	12,238	7,660	8,461	3,443
SUBURBAN TOTAL	216.8	.0948	31.1	14.7	15.8	17.6	26.2	73.4	1,229,106	312,400	95,360	167,285	65,320	167,109	27,356
VINELAND - MILLVILLE - BRIDGETON	**133.5**	**.0584**	**30.8**	**11.8**	**15.1**	**16.1**	**27.6**	**44.8**	**575,935**	**183,028**	**44,625**	**52,334**	**26,868**	**94,686**	**15,740**
Cumberland	133.5	.0584	30.8	11.8	15.1	16.1	27.6	44.8	575,935	183,028	44,625	52,334	26,868	94,686	15,740
• Bridgeton	18.7	.0082	30.6	12.4	14.6	15.4	28.2	6.7	98,795	17,307	3,942	2,695	6,050	33,376	5,690
• Millville	25.0	.0109	32.9	11.4	14.2	16.8	30.2	9.1	89,219	30,549	8,184	2,149	3,185	17,748	997
• Vineland	54.2	.0237	30.5	12.1	15.5	16.1	27.0	17.5	304,831	91,810	24,587	43,478	16,434	38,548	8,063
SUBURBAN TOTAL	35.6	.0156	30.0	11.3	15.8	15.8	26.3	11.5	83,090	43,362	7,912	4,012	1,199	5,014	990
OTHER COUNTIES															
☐ Bergen	842.2	.3686	35.0	11.3	14.9	19.3	30.6	302.4	4,615,375	1,057,946	407,603	612,559	261,793	761,833	87,514
Teaneck Township	38.8	.0170	36.7	12.4	13.2	18.7	33.4	13.2	82,032	34,194	8,139	1,717	2,363	5,029	1,867

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**SOURCE: S&MM Survey of Buying Power 1981

The Courier-News, Bridgewater | The Home-News, New Brunswick | The News Tribune, Woodbridge

N.J. (cont.)

SMRI ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
☐ Burlington	366.0	.1601	28.2	14.8	16.9	18.7	19.8	117.4
Willingboro Township	39.8	.0174	26.3	7.4	21.2	22.4	9.1	11.1
☐ Camden	472.8	.2070	31.3	11.7	15.1	17.4	27.0	164.5
Camden	83.7	.0366	26.1	12.3	13.5	13.2	24.8	30.6
Cherry Hill Township	69.1	.0302	30.5	7.9	15.5	22.8	20.2	21.4
Cape May	84.0	.0367	41.7	9.2	11.4	13.0	42.8	33.3
☐ Gloucester	202.1	.0885	29.9	12.1	16.1	17.9	24.0	66.5
Hunterdon	88.7	.0388	32.3	10.2	16.4	17.7	27.9	29.1
Ocean	356.4	.1559	33.7	9.3	14.4	14.1	34.1	133.4
Dover Township	65.8	.0288	32.7	8.7	15.4	14.5	31.9	23.7
☐ Salem	65.0	.0284	31.9	11.3	14.9	16.8	28.5	22.6
Sussex	119.2	.0522	30.3	9.3	17.9	16.4	25.2	38.5
☐ Warren	85.3	.0374	32.9	11.4	14.7	16.6	30.3	29.9
TOTAL METRO COUNTIES	**6,731.9**	**2.9463**	**32.2**	**12.1**	**15.8**	**17.8**	**27.8**	**2,341.7**
TOTAL STATE	**7,380.2**	**3.2299**	**32.3**	**11.8**	**15.8**	**17.6**	**28.2**	**2,576.0**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
☐ Burlington	1,474,100	283,007	143,028	233,468	41,067	347,006	24,113
Willingboro Township	87,202	36,181	2,703	29,191	1,470	1,462	2,610
☐ Camden	2,000,900	471,343	186,190	221,180	121,534	306,519	51,153
Camden	135,794	31,630	14,878	2,899	10,292	21,876	7,770
Cherry Hill Township	549,620	113,140	53,147	84,344	42,442	118,376	6,972
Cape May	505,707	130,995	99,047	33,844	13,181	80,257	9,959
☐ Gloucester	933,880	167,612	69,233	152,386	26,974	164,345	13,915
Hunterdon	387,842	110,463	24,567	18,411	18,841	65,327	3,972
Ocean	1,578,690	447,216	146,099	190,156	42,784	293,984	29,491
Dover Township	607,161	154,574	32,977	120,751	18,556	134,469	5,468
☐ Salem	187,241	44,611	19,330	8,461	8,504	46,943	2,889
Sussex	379,327	142,416	27,300	17,535	6,987	52,739	9,656
☐ Warren	336,015	97,047	26,381	15,881	9,850	37,402	11,126
TOTAL METRO COUNTIES	**28,910,373**	**6,927,498**	**2,652,940**	**3,171,016**	**1,495,115**	**4,603,475**	**624,322**
TOTAL STATE	**31,761,939**	**7,758,588**	**2,949,953**	**3,430,962**	**1,576,908**	**5,095,782**	**677,400**

N.J.

SMRI ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ATLANTIC CITY	**1,540,953**	**17,841**	**6.0**	**14.4**	**26.3**	**31.6**	**.0905**
Atlantic	1,540,953	17,841	6.0	14.4	26.3	31.6	.0905
• Atlantic City	300,149	12,850	8.2	17.2	22.7	20.5	.0201
SUBURBAN TOTAL	1,240,804	19,444	5.2	13.6	27.5	35.0	.0704
JERSEY CITY	**4,448,835**	**19,218**	**4.8**	**13.7**	**29.3**	**33.2**	**.2227**
Hudson	4,448,835	19,218	4.8	13.7	29.3	33.2	.2227
Bayonne	548,032	21,208	4.0	11.4	29.2	38.8	.0261
Hoboken	270,334	15,189	6.3	18.1	28.2	22.5	.0140
• Jersey City	1,682,146	18,183	5.2	14.9	29.8	30.2	.0847
North Bergen Township	471,962	23,681	3.5	9.7	26.5	46.2	.0242
Union City	419,632	17,777	5.1	14.2	31.2	27.6	.0218
West New York	327,611	18,854	5.4	14.6	28.3	32.4	.0157
SUBURBAN TOTAL	2,766,689	19,896	4.5	12.9	29.3	35.2	.1380
LONG BRANCH - ASBURY PARK	**4,709,520**	**23,853**	**3.8**	**10.6**	**25.0**	**47.0**	**.2414**
Monmouth	4,709,520	23,853	3.8	10.6	25.0	47.0	.2414
• Asbury Park	122,646	12,419	7.9	16.8	24.6	17.0	.0068
• Long Branch	272,061	18,679	5.8	14.3	30.2	31.5	.0126
Middletown Township	632,829	29,501	2.2	6.8	21.1	62.6	.0293
SUBURBAN TOTAL	4,314,813	24,888	3.4	10.0	24.7	49.7	.2220

SMRI ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
NEWARK	**19,708,651**	**25,533**	**3.3**	**9.3**	**23.5**	**51.5**	**.9672**
Essex	7,716,248	21,387	4.6	12.1	24.9	41.3	.3792
Bloomfield	460,964	24,143	3.1	10.0	28.2	47.3	.0222
East Orange	672,709	18,993	4.9	14.0	29.5	33.3	.0295
Irvington	519,525	18,953	5.3	13.2	28.8	32.5	.0247
Montclair	498,266	27,877	3.4	9.3	20.1	54.8	.0217
• Newark	1,963,570	14,814	7.0	17.5	27.6	21.7	.1019
West Orange	471,850	29,854	2.3	7.2	20.6	61.8	.0225
Morris	4,354,349	29,341	1.9	6.2	22.2	62.7	.2158
Parsippany - Troy Hills Township	650,981	36,714	1.1	2.7	13.5	79.1	.0286
Somerset	2,258,143	30,080	1.9	5.8	20.6	63.8	.1096
Union	5,379,911	26,971	2.8	8.2	23.2	55.2	.2626
Elizabeth	920,703	20,551	4.4	12.8	28.2	37.6	.0452
Linden	346,864	24,077	3.1	9.3	29.4	46.9	.0178
Plainfield	409,120	22,446	4.4	12.3	26.1	43.3	.0185
Union Township	464,264	24,165	3.1	9.2	29.3	47.1	.0286
SUBURBAN TOTAL	17,745,081	27,770	2.6	7.7	22.6	57.4	.8653
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**5,610,126**	**26,503**	**2.3**	**7.1**	**26.3**	**55.1**	**.2856**

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ASBURY PARK PRESS

N.J. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Middlesex	5,610,126	26,503	2.3	7.1	26.3	55.1	.2856
Edison Township	685,804	26,192	1.8	7.1	30.3	54.8	.0366
• New Brunswick	319,195	18,947	5.5	13.7	27.8	33.3	.0173
Old Bridge Township	419,778	25,124	2.2	6.6	33.6	50.5	.0182
• Perth Amboy	293,883	19,044	4.5	13.6	31.2	31.2	.0180
• Sayreville	269,561	27,281	1.5	4.8	28.8	59.2	.0120
Woodbridge Township	816,399	27,191	1.6	5.4	27.9	58.0	.0451
SUBURBAN TOTAL	4,727,487	27,524	1.9	6.1	25.6	58.8	.2383
PATERSON - CLIFTON - PASSAIC	3,781,542	22,185	4.0	11.1	28.0	41.7	.2030
Passaic	3,781,542	22,185	4.0	11.1	28.0	41.7	.2030
• Clifton	779,091	25,259	2.8	8.3	26.7	50.8	.0382
• Passaic	408,717	17,651	5.5	15.4	28.2	30.3	.0210
• Paterson	914,602	16,892	6.0	15.4	29.5	26.5	.0438
Wayne Township	527,026	35,429	1.4	4.2	15.0	75.6	.0402
SUBURBAN TOTAL	1,679,132	26,080	2.5	7.7	27.1	53.5	.1000
TRENTON	2,830,307	23,386	3.7	10.8	26.7	45.4	.1474
Mercer	2,830,307	23,386	3.7	10.8	26.7	45.4	.1474
Hamilton Township	668,778	22,173	3.2	11.1	36.3	38.6	.0367
• Trenton	625,365	16,354	6.1	16.3	27.9	26.4	.0295
SUBURBAN TOTAL	2,204,942	26,283	2.7	8.2	26.2	53.9	.1179
VINELAND - MILLVILLE - BRIDGETON	931,173	18,964	4.9	14.8	30.6	31.2	.0553
Cumberland	931,173	18,964	4.9	14.8	30.6	31.2	.0553
• Bridgeton	122,442	16,087	6.7	18.0	29.1	24.1	.0081
• Millville	188,016	19,202	4.4	13.7	33.0	31.1	.0101
• Vineland	385,679	19,539	4.8	14.2	30.8	33.0	.0248
SUBURBAN TOTAL	235,036	19,360	4.4	14.7	29.8	32.3	.0123
OTHER COUNTIES							
☐ Bergen	9,624,686	28,298	2.4	7.3	22.3	59.0	.4824
Teaneck Township	485,041	32,183	2.2	6.9	18.2	64.8	.0193
☐ Burlington	3,127,193	23,157	3.3	11.0	31.4	43.9	.1640
Willingboro Township	284,721	24,552	1.5	6.1	39.5	48.0	.0140
☐ Camden	4,084,814	22,872	3.8	10.7	28.0	43.7	.2161
Camden	522,839	15,171	6.6	16.8	29.1	21.4	.0260
Cherry Hill Township	784,587	34,219	1.3	4.6	15.0	74.4	.0447
Cape May	668,227	15,852	6.9	16.2	26.6	26.0	.0415
☐ Gloucester	1,490,457	21,321	3.7	11.3	35.0	36.3	.0878
Hunterdon	779,200	23,994	3.4	9.1	28.4	46.8	.0413
Ocean	2,453,154	16,615	6.4	16.5	33.0	22.8	.1478
Dover Township	649,480	24,725	3.7	10.5	25.2	49.3	.0425
☐ Salem	484,473	20,395	4.1	12.2	34.2	32.7	.0248
Sussex	936,460	22,399	3.3	10.6	33.0	40.9	.0482
☐ Warren	685,988	21,210	4.3	11.2	32.0	37.4	.0369
TOTAL METRO COUNTIES	63,058,718	23,981	3.5	10.1	26.2	47.1	3.2251
TOTAL STATE	67,895,759	23,396	3.7	10.5	26.6	45.5	3.5039

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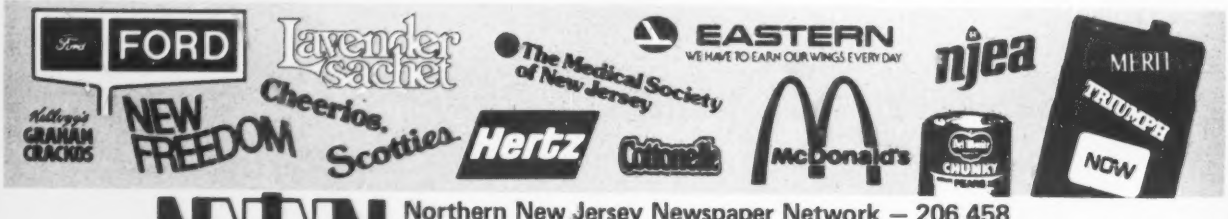

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NEW MEXICO

N.M. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**464.2**	**.2031**	**28.0**	**14.5**	**18.0**	**16.7**	**20.8**	**167.5**	**2,150,526**	**390,962**	**170,465**	**285,303**	**163,621**	**485,814**	**63,350**
Bernalillo	428.1	.1873	28.2	14.6	18.3	16.9	20.7	156.4	2,119,514	382,958	165,672	282,487	162,861	485,371	62,802
• Albuquerque	339.0	.1484	28.9	14.7	18.0	17.3	21.8	128.4	1,989,191	334,488	151,859	278,827	160,764	470,617	58,574
Sandoval	36.1	.0158	25.5	12.4	14.9	14.1	21.7	11.1	31,012	8,004	4,793	2,816	760	443	548
SUBURBAN TOTAL	125.2	.0547	25.8	13.8	18.3	15.0	18.1	39.1	161,335	56,474	18,606	6,476	2,857	15,197	4,776
LAS CRUCES	**98.3**	**.0430**	**24.8**	**18.5**	**17.4**	**15.3**	**16.9**	**31.5**	**331,727**	**71,695**	**26,275**	**35,704**	**14,453**	**71,888**	**7,546**
Dona Ana	98.3	.0430	24.8	18.5	17.4	15.3	16.9	31.5	331,727	71,695	26,275	35,704	14,453	71,888	7,546
• Las Cruces	45.5	.0199	26.8	14.9	18.3	16.1	18.8	16.1	298,196	69,841	22,359	34,781	14,332	60,930	6,336
SUBURBAN TOTAL	52.8	.0231	23.9	21.8	16.6	14.6	15.2	15.4	33,531	1,854	3,916	923	121	10,958	1,210
OTHER COUNTIES															
Catron	2.8	.0012	34.9	9.6	15.3	15.1	34.7	1.0	2,797	1,405	255	139			
Chaves	51.7	.0227	30.5	12.2	14.9	16.3	26.9	18.7	247,676	41,498	14,752	34,280	10,612	50,095	5,589
Colfax	13.8	.0060	34.1	9.4	13.1	15.2	33.6	5.0	64,885	11,460	5,864	2,728	1,333	12,288	1,961
Curry	42.2	.0185	26.0	16.3	16.9	14.6	20.2	14.7	182,387	30,550	9,444	27,386	10,996	51,137	4,630
De Baca	2.5	.0011	43.7	7.7	11.2	14.3	44.0	1.0	7,495	1,720	378	55		3,137	108
Eddy	48.4	.0212	31.4	11.7	13.5	17.0	28.1	17.0	187,507	49,632	11,459	17,881	8,558	40,692	5,371
Grant	26.6	.0116	28.5	13.5	16.1	15.8	23.8	8.8	92,045	27,238	3,673	10,017	4,088	15,595	2,341
Guadalupe	4.5	.0020	29.8	10.6	14.4	14.5	28.0	1.5	28,110	2,976	4,166	652	295	892	
Harding	1.1	.0005	40.1	8.1	11.2	17.2	38.5	.4	2,701	262	188	816		676	
Hidalgo	6.1	.0026	28.7	10.2	14.3	14.8	26.2	2.0	25,229	4,463	1,801	2,368		2,957	166
Lea	56.1	.0246	29.2	11.7	16.5	19.1	21.4	19.1	261,769	58,137	14,573	20,863	14,897	66,989	9,558
Lincoln	11.3	.0049	34.6	9.4	14.0	15.2	34.2	4.3	54,850	16,731	5,956	4,399	1,901	11,909	736
Los Alamos	17.8	.0078	31.3	7.3	20.5	26.1	16.4	6.5	52,305	21,122	3,026	4,549	755	500	1,618
Luna	15.9	.0070	31.4	9.4	12.8	15.0	30.3	5.7	59,981	17,663	2,724	2,854	3,140	6,685	2,258
McKinley	56.0	.0245	22.8	12.5	17.3	13.8	14.9	15.1	257,318	62,158	15,653	22,559	14,308	36,930	5,639
Mora	4.2	.0018	30.4	12.0	11.9	12.8	31.8	1.4	2,934	512	128	647	32		58
Otero	44.9	.0197	25.6	15.2	19.4	17.1	14.7	14.9	137,859	31,710	13,176	17,472	8,887	22,935	1,395
Quay	10.5	.0046	34.4	10.4	13.9	14.4	34.7	4.0	51,334	10,553	4,672	2,957	473	6,171	1,801
Rio Arriba	29.6	.0129	25.9	12.3	15.0	14.7	21.6	9.3	90,194	31,826	4,337	4,934	1,541	13,496	2,694
Roosevelt	15.6	.0068	26.6	23.3	13.2	12.0	26.9	5.7	49,010	13,051	4,948	6,751	1,153	8,527	1,310
San Juan	83.4	.0365	25.2	11.2	16.5	16.3	17.5	26.1	393,303	94,000	20,529	40,686	10,252	94,672	8,742
San Miguel	22.9	.0101	27.2	15.9	14.4	12.6	26.2	7.5	56,688	16,443	3,796	4,651	2,985	6,703	1,122
Santa Fe	76.9	.0336	29.0	12.8	17.0	16.1	23.7	27.3	373,695	69,830	37,595	38,582	20,077	61,692	14,570
Santa Fe	49.2	.0215	29.2	12.4	16.5	16.3	24.2	18.7	360,514	68,887	35,832	38,526	19,540	60,022	14,570
Sierra	8.6	.0038	50.4	6.7	11.1	13.2	50.6	3.8	22,994	9,536	1,961	1,030	389	1,091	796
Socorro	13.2	.0058	25.3	19.1	15.0	13.8	21.6	4.2	42,281	9,001	3,253	2,629	135	8,009	281
Taos	19.0	.0083	28.6	11.7	16.0	14.3	25.5	6.5	76,143	17,354	7,760	6,920	1,216	12,108	866
Torrance	7.7	.0033	32.9	10.3	12.8	13.7	33.6	2.7	37,600	3,417	1,492	507	34	13,958	466
Union	4.7	.0021	37.9	7.9	13.0	15.0	38.0	1.7	15,028	4,990	1,112	1,400	850	1,133	409
Valencia	62.6	.0274	26.4	12.3	17.7	15.6	19.2	19.9	218,568	64,055	10,874	12,237	4,179	46,600	8,314
TOTAL METRO COUNTIES	**562.5**	**.2461**	**27.5**	**15.2**	**17.9**	**16.4**	**20.1**	**199.0**	**2,482,253**	**462,657**	**196,740**	**321,007**	**178,074**	**557,702**	**70,896**
TOTAL STATE	**1,323.1**	**.5790**	**27.7**	**13.7**	**16.8**	**16.1**	**21.7**	**454.8**	**5,576,939**	**1,185,950**	**406,285**	**613,956**	**301,160**	**1,155,279**	**153,695**

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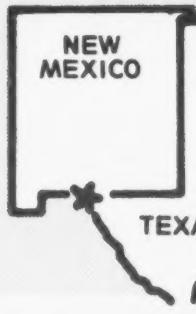

$3.2 BILLION RETAIL SALES

1980 SURVEY OF BUYING POWER, EL PASO RETAIL TRADE ZONE (RTZ)

The El Paso Times El Paso Herald-Post

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N.M.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBUQUERQUE	**3,458,801**	**17,696**	**5.5**	**15.4**	**27.5**	**30.7**	**.2027**
Bernalillo	3,327,572	18,377	5.3	15.2	27.9	32.3	.1949
• Albuquerque	2,802,854	19,075	5.1	14.6	27.7	34.2	.1687
Sandoval	131,229	9,321	9.2	18.2	19.1	9.6	.0078
SUBURBAN TOTAL	655,947	13,812	6.9	18.0	26.4	19.4	.0340
LAS CRUCES	**581,719**	**15,023**	**7.5**	**17.7**	**26.5**	**23.6**	**.0349**
Dona Ana	581,719	15,023	7.5	17.7	26.5	23.6	.0349
• Las Cruces	318,912	17,157	6.0	15.2	27.0	29.2	.0220
SUBURBAN TOTAL	262,807	13,262	9.1	20.4	25.8	17.8	.0129
OTHER COUNTIES							
Catron	17,226	14,308	5.0	19.6	24.6	22.7	.0009
Chaves	384,734	16,504	6.4	14.8	24.7	29.4	.0228
Colfax	90,588	15,400	5.6	15.8	30.3	21.3	.0057
Curry	289,688	15,412	6.6	18.7	27.9	23.6	.0174
De Baca	16,871	11,757	9.0	16.3	24.8	15.7	.0009
Eddy	348,266	17,679	5.6	13.5	27.2	29.6	.0197
Grant	184,223	19,003	4.1	12.1	37.0	28.8	.0103
Guadalupe	19,348	9,290	9.6	17.8	18.7	10.2	.0018
Harding	6,111	13,625	8.0	17.2	29.9	14.6	.0003
Hidalgo	35,840	16,217	5.7	16.0	32.1	22.7	.0023
Lea	419,456	20,506	4.2	10.8	33.0	34.1	.0246
Lincoln	80,564	14,061	8.0	14.7	24.6	22.5	.0050
Los Alamos	218,561	31,669	1.5	4.8	21.9	67.3	.0092
Luna	93,161	13,481	7.9	18.0	23.0	21.7	.0057
McKinley	276,807	15,578	5.0	14.4	25.1	26.8	.0206
Mora	15,332	7,353	8.2	14.5	17.2	7.0	.0008
Otero	306,884	17,495	5.3	17.8	31.9	27.8	.0168
Quay	77,640	16,504	5.9	13.6	27.1	27.5	.0046
Rio Arriba	134,022	11,956	6.4	15.3	25.4	15.5	.0091
Roosevelt	93,486	12,816	7.3	17.0	25.0	17.8	.0054
San Juan	523,488	18,135	4.7	12.4	30.2	29.0	.0339
San Miguel	108,867	9,566	8.7	16.2	19.0	13.0	.0068
Santa Fe	573,612	17,053	5.4	15.7	26.7	29.9	.0341
Santa Fe	408,804	17,860	5.0	14.5	26.1	32.4	.0268
Sierra	50,977	9,590	10.4	17.9	17.4	12.6	.0029
Socorro	63,440	13,110	7.4	15.2	26.3	17.9	.0043
Taos	108,604	12,159	7.0	13.6	21.5	21.4	.0070
Torrance	30,438	8,088	9.6	16.1	17.4	7.3	.0026
Union	28,613	12,581	7.9	18.7	23.9	17.7	.0017
Valencia	446,682	20,868	4.3	10.9	28.2	37.9	.0246
TOTAL METRO COUNTIES	**4,040,520**	**17,262**	**5.9**	**15.8**	**27.1**	**29.6**	**.2376**
TOTAL STATE	**9,084,049**	**16,942**	**5.8**	**14.9**	**27.2**	**28.5**	**.5394**

NEW YORK

N.Y.

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALBANY - SCHENECTADY - TROY	**796.0**	**.3483**	**32.0**	**13.1**	**14.7**	**16.2**	**29.5**	**290.5**
Albany	285.9	.1251	32.8	14.5	14.5	16.1	30.7	107.8
• Albany	100.6	.0440	33.5	18.5	13.1	13.0	35.0	41.6
Montgomery	53.2	.0232	37.1	10.6	12.1	15.9	36.3	19.9
Rensselaer	151.9	.0665	30.9	14.7	14.0	15.4	28.8	53.2
• Troy	56.2	.0246	30.1	19.9	12.7	12.7	31.0	20.8
Saratoga	156.1	.0683	29.1	11.7	16.8	16.4	23.7	53.3
Schenectady	148.9	.0652	33.8	11.4	14.4	16.9	31.5	56.3
• Schenectady	67.2	.0294	34.6	14.1	14.0	14.2	35.3	28.1
SUBURBAN TOTAL	572.0	.2503	31.7	11.4	15.2	17.3	27.7	200.0
BINGHAMTON	**300.9**	**.1318**	**31.4**	**11.8**	**16.0**	**16.6**	**27.6**	**107.4**
Broome	212.8	.0932	31.8	12.6	15.6	16.7	28.4	77.4
• Binghamton	55.2	.0242	37.0	12.4	12.9	15.2	36.8	22.5
Tioga	50.0	.0219	29.6	9.7	17.8	18.0	22.5	16.8
Susquehanna, Pa.	*38.1*	*.0167*	*31.6*	*10.3*	*16.0*	*14.5*	*30.0*	*13.2*
SUBURBAN TOTAL	245.7	.1076	30.5	11.7	16.7	16.9	25.6	84.9
BUFFALO	**1,233.3**	**.5398**	**31.8**	**12.4**	**14.7**	**17.3**	**27.9**	**447.2**
Erie	1,007.1	.4408	31.8	12.4	14.8	17.3	28.0	366.4
• Buffalo	350.4	.1533	33.3	14.2	13.7	15.2	32.5	141.5

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**3,489,574**	**852,771**	**347,488**	**370,839**	**139,296**	**568,701**	**95,448**
Albany	1,492,606	326,733	168,586	166,071	70,068	238,335	28,526
• Albany	397,573	97,255	53,010	8,487	19,474	88,288	6,163
Montgomery	189,436	44,334	16,674	20,040	4,456	22,157	12,362
Rensselaer	429,227	139,387	35,073	33,345	11,742	45,714	14,219
• Troy	149,576	41,020	16,092	6,944	8,614	20,459	8,970
Saratoga	675,766	158,454	63,974	66,614	18,735	147,877	18,321
Schenectady	702,539	183,863	63,181	84,769	32,295	114,618	22,020
• Schenectady	267,187	53,905	28,894	20,705	16,938	55,385	12,003
SUBURBAN TOTAL	2,675,238	660,591	249,492	334,703	94,270	404,569	68,312
BINGHAMTON	**1,233,198**	**292,820**	**106,536**	**112,953**	**37,008**	**233,414**	**43,585**
Broome	1,003,878	228,420	92,442	106,056	52,108	185,665	37,393
• Binghamton	332,712	74,674	28,025	33,809	22,966	87,542	10,387
Tioga	126,451	38,910	6,124	5,751	1,909	25,921	4,293
Susquehanna, Pa.	*92,869*	*25,490*	*7,970*	*1,146*	*2,991*	*20,828*	*1,899*
SUBURBAN TOTAL	890,486	218,146	78,511	79,144	34,042	144,872	33,198
BUFFALO	**5,529,068**	**1,474,447**	**573,278**	**818,349**	**240,641**	**1,051,826**	**200,420**
Erie	4,547,393	1,233,847	467,585	678,018	206,609	861,848	166,146
• Buffalo	1,053,037	413,504	118,542	99,300	49,297	123,258	40,576

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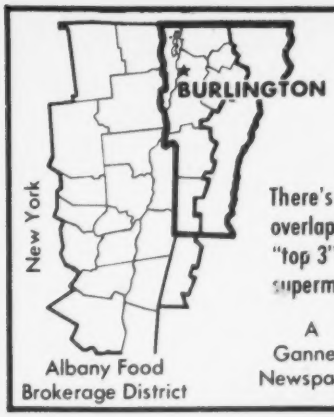
*Source: Sales and Marketing Mgmt., Survey of Buying Power
**Source: Three Sigma '80



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ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Niagara	226.2	.0990	31.3	12.0	14.4	17.2	27.5	80.8	981,675	240,600	105,693	140,331	34,032	189,980	34,274
Niagara Falls	70.3	.0308	33.7	12.7	12.4	17.0	31.4	27.2	232,588	78,588	35,937	17,978	7,967	34,625	11,891
SUBURBAN TOTAL	882.9	.3865	31.2	11.6	15.0	18.1	26.2	305.7	4,476,031	1,060,943	454,736	719,049	191,344	928,570	159,844
ELMIRA	**97.4**	**.0426**	**31.4**	**11.9**	**14.4**	**16.5**	**28.4**	**34.8**	**384,083**	**102,877**	**31,183**	**62,145**	**14,424**	**63,155**	**14,242**
Chemung	97.4	.0426	31.4	11.9	14.4	16.5	28.4	34.8	384,083	102,877	31,183	62,145	14,424	63,155	14,242
• Elmira	35.0	.0153	31.4	16.1	13.1	13.5	31.7	13.1	190,626	65,293	12,318	24,021	7,333	30,535	9,355
SUBURBAN TOTAL	62.4	.0273	31.5	9.5	15.4	18.1	26.5	21.7	193,457	37,584	18,865	38,124	7,091	32,620	4,887
GLENS FALLS	**110.1**	**.0482**	**31.2**	**11.0**	**14.3**	**15.5**	**29.1**	**37.8**	**471,794**	**141,341**	**51,848**	**37,135**	**12,609**	**63,797**	**14,838**
Warren	55.2	.0241	31.6	10.6	14.1	15.7	29.6	19.7	328,417	87,117	42,941	33,239	11,334	49,575	9,621
• Glens Falls	15.8	.0069	31.4	10.1	10.7	15.5	30.7	6.1	142,349	38,286	11,540	19,751	5,952	26,843	7,262
Washington	54.9	.0241	30.8	11.4	14.5	15.3	28.6	18.1	143,377	54,224	8,907	3,896	1,275	14,222	5,217
SUBURBAN TOTAL	94.3	.0413	31.2	11.1	15.0	15.5	28.8	31.7	329,445	103,055	40,308	17,384	6,657	36,954	7,576
NASSAU - SUFFOLK	**2,611.5**	**1.1430**	**31.2**	**10.9**	**15.4**	**20.4**	**23.7**	**819.3**	**12,733,767**	**2,842,780**	**1,009,609**	**1,567,484**	**686,268**	**1,724,219**	**289,140**
Nassau	1,315.6	.5758	33.7	11.5	13.0	21.4	26.9	425.9	7,796,571	1,599,889	587,117	1,095,792	448,074	1,036,068	172,095
Freeport	38.2	.0167	33.6	11.9	15.0	18.8	29.2	13.0	130,089	24,643	12,146	2,241	5,743	31,340	2,802
Valley Stream	35.5	.0155	36.4	11.9	11.8	20.6	31.3	12.0	227,373	18,711	17,140	40,798	11,194	46,509	3,627
Suffolk	1,295.9	.5672	29.3	10.3	17.9	19.3	20.5	393.4	4,937,196	1,242,891	422,492	471,692	238,194	688,151	117,045
SUBURBAN TOTAL	2,611.5	1.1430	31.2	10.9	15.4	20.4	23.7	819.3	12,733,767	2,842,780	1,009,609	1,567,484	686,268	1,724,219	289,140
NEWBURGH - MIDDLETOWN	**262.8**	**.1150**	**30.6**	**11.9**	**16.0**	**16.1**	**26.8**	**85.8**	**1,110,763**	**349,168**	**86,052**	**128,240**	**43,296**	**155,959**	**26,653**
Orange	262.8	.1150	30.6	11.9	16.0	16.1	26.8	85.8	1,110,763	349,168	86,052	128,240	43,296	155,959	26,653
• Middletown	21.4	.0094	38.8	10.9	12.2	14.7	39.1	7.3	195,025	34,124	21,425	29,896	16,323	24,658	4,944
• Newburgh	23.3	.0102	32.5	10.9	14.0	15.1	31.4	8.8	159,842	46,883	11,882	7,783	10,928	38,019	2,779
SUBURBAN TOTAL	218.1	.0954	29.8	12.1	16.5	16.3	25.1	69.7	755,896	268,161	52,745	90,561	16,045	93,282	18,930
NEW YORK	**9,078.0**	**3.9727**	**33.3**	**12.1**	**16.8**	**17.0**	**30.2**	**3,511.7**	**31,829,889**	**8,138,803**	**3,625,117**	**4,167,084**	**1,757,469**	**3,146,245**	**814,104**
Bronx	1,144.9	.5010	31.6	13.0	17.1	15.3	29.0	422.9	2,362,342	875,462	157,417	205,888	119,432	251,227	71,187
Kings	2,201.8	.9636	31.5	12.7	16.2	15.6	28.7	823.8	4,560,002	1,439,527	361,377	563,362	257,896	373,831	136,808
New York (Manhattan)	1,430.0	.6258	34.6	12.6	20.1	17.2	31.9	712.6	9,250,914	1,598,637	1,706,535	1,481,902	624,431	251,533	228,018
• New York City	7,030.4	3.0768	33.2	12.5	17.0	16.3	30.6	2,795.1	21,838,109	5,662,973	2,776,014	2,924,882	1,225,446	1,546,246	615,265

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The Long Island Newspaper

503,336 Daily...573,726 Sunday

Source
Audit Bureau of Circulations
Fas-Fax Average
for 6 months ending March 31, 1981

Three Sigma turns the Umbrella inside out in New York

"Suburban Dailies Plus"—now best buy for total New York ADI Reach

The fading "umbrella coverage" of New York City newspapers now misses too many suburban residents to be the best buy for total ADI reach.

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Three Sigma Syndicated Study of Major Markets, 1980
*Gannett Westchester Rockland Newspapers, Newsday, Bergen Record, Newark Star Ledger

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N.Y. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Putnam	78.7	.0344	30.4	8.4	19.3	17.9	23.2	25.1
Queens	1,897.1	.8302	35.5	12.0	15.9	16.9	33.7	718.9
Richmond	356.6	.1561	30.6	12.0	17.7	17.5	24.8	116.9
Rockland	262.1	.1147	30.2	9.6	17.8	21.5	20.0	79.4
Westchester	864.6	.3783	34.4	11.0	15.3	18.7	30.4	309.7
Mount Vernon	66.3	.0290	36.4	11.6	15.0	17.9	33.7	25.9
New Rochelle	70.5	.0309	35.3	11.6	15.2	18.1	32.2	26.0
White Plains	46.8	.0205	37.6	10.8	15.3	18.2	34.9	19.0
Yonkers	194.7	.0852	35.3	12.2	15.5	17.3	33.1	74.7
Bergen, N. J.	*842.2*	*.3686*	*35.0*	*11.3*	*14.9*	*19.3*	*30.6*	*302.4*
Teaneck Township	*38.8*	*.0170*	*36.7*	*12.4*	*13.2*	*18.7*	*33.4*	*13.2*
SUBURBAN TOTAL	2,047.6	.8959	33.8	10.8	15.6	19.3	28.9	716.6
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,558.4***	***7.2466***	***32.7***	***11.8***	***16.4***	***17.8***	***28.5***	***6,028.6***
POUGHKEEPSIE	**247.0**	**.1081**	**30.8**	**12.0**	**18.6**	**17.5**	**24.7**	**82.1**
Dutchess	247.0	.1081	30.8	12.0	18.6	17.5	24.7	82.1
• Poughkeepsie	29.6	.0130	34.7	11.8	14.8	16.2	33.4	12.7
SUBURBAN TOTAL	217.4	.0951	30.4	12.0	19.1	17.7	23.5	69.4
ROCHESTER	**972.0**	**.4254**	**30.3**	**13.3**	**16.5**	**16.2**	**26.1**	**346.0**
Livingston	57.2	.0250	28.6	16.1	15.1	15.1	25.2	18.5
Monroe	701.0	.3068	30.4	13.6	16.9	16.4	25.9	254.9
• Rochester	237.8	.1041	31.4	15.8	16.3	13.3	30.8	96.7
Ontario	89.6	.0392	30.4	12.6	15.2	15.8	27.3	30.8
Orleans	38.5	.0169	30.7	11.1	15.0	15.7	27.9	13.1
Wayne	85.7	.0375	30.3	10.5	16.7	15.8	26.3	28.7
SUBURBAN TOTAL	734.2	.3213	30.0	12.5	16.7	17.1	24.5	249.3
SYRACUSE	**642.4**	**.2812**	**29.4**	**14.3**	**15.4**	**16.2**	**25.2**	**226.1**
Madison	65.2	.0286	27.4	16.8	14.6	14.8	24.1	21.1
Onondaga	462.4	.2024	30.1	13.8	15.8	16.8	25.5	167.1
• Syracuse	168.1	.0736	31.0	18.2	14.3	13.4	31.0	68.5
Oswego	114.8	.0502	27.8	14.6	14.8	14.6	24.8	37.9
SUBURBAN TOTAL	474.3	.2076	28.9	12.9	15.9	17.1	23.2	157.6
UTICA - ROME	**318.6**	**.1395**	**31.8**	**12.1**	**14.6**	**16.1**	**29.2**	**112.2**
Herkimer	66.6	.0292	33.2	10.9	13.9	15.8	31.7	23.8
Oneida	252.0	.1103	31.4	12.4	14.7	16.2	28.6	88.4
• Rome	43.4	.0190	29.1	14.7	16.8	16.6	23.6	14.8
• Utica	74.5	.0326	34.6	13.2	13.5	14.5	34.9	29.7
SUBURBAN TOTAL	200.7	.0879	31.5	11.2	14.5	16.6	28.4	67.7
OTHER COUNTIES								
Allegany	52.0	.0228	26.9	19.0	12.7	13.5	26.3	16.8
Cattaraugus	85.9	.0376	30.6	12.1	13.3	15.6	28.6	29.6
Cayuga	80.1	.0350	31.3	11.8	14.2	15.5	29.2	27.2
Chautauqua	146.7	.0642	32.6	12.2	13.6	15.8	30.9	53.2
Jamestown	35.5	.0155	34.5	11.7	14.0	14.3	35.0	14.3
Chenango	49.6	.0217	31.4	9.8	14.9	16.0	28.6	17.1
Clinton	81.3	.0356	26.0	17.2	16.6	15.3	19.8	25.4
Columbia	60.0	.0263	34.4	9.7	14.2	15.4	33.7	21.7
Cortland	49.0	.0214	27.9	18.1	14.8	14.1	25.4	16.5
Delaware	47.1	.0206	32.8	12.3	13.2	15.3	31.8	16.7
Essex	36.2	.0158	32.6	9.5	14.3	15.7	30.9	13.1
Franklin	45.0	.0197	30.5	11.9	13.1	15.2	28.9	15.3
Fulton	55.4	.0243	34.4	10.5	13.2	15.3	34.0	20.5
Genesee	59.4	.0260	30.6	11.0	15.3	16.1	27.2	20.3
Greene	41.4	.0181	34.9	10.4	13.0	15.1	34.7	15.3
Hamilton	5.1	.0022	38.2	8.1	13.0	14.8	38.4	1.9
Jefferson	88.1	.0385	31.3	11.1	13.4	15.2	29.8	31.1
Lewis	25.1	.0110	29.3	9.9	13.7	15.0	27.2	8.2
Otsego	59.3	.0260	30.6	18.1	12.8	14.2	30.3	20.5
St. Lawrence	114.3	.0500	27.3	16.7	13.3	14.9	24.9	36.2
Schoharie	30.0	.0131	30.2	16.0	12.3	14.7	29.4	9.9
Schuyler	17.8	.0078	31.2	10.1	14.9	15.8	28.5	6.1
Seneca	33.8	.0148	31.5	12.0	15.2	16.6	28.1	11.5
Steuben	99.2	.0434	31.2	11.1	14.4	15.9	28.7	35.5
Sullivan	66.0	.0288	33.0	12.0	14.3	15.5	31.7	23.6
Tompkins	87.8	.0385	24.8	27.3	17.0	12.5	19.7	30.2
Ulster	159.3	.0697	31.6	12.9	15.7	16.3	28.4	56.9
Wyoming	40.1	.0176	30.5	10.8	16.1	15.6	27.2	13.0
Yates	21.6	.0094	32.6	11.4	12.8	15.2	31.7	7.9
TOTAL METRO COUNTIES	**15,789.7**	**6.9103**	**32.2**	**12.2**	**16.2**	**17.3**	**28.2**	**5,785.3**
TOTAL STATE	**17,526.3**	**7.6702**	**32.1**	**12.3**	**16.1**	**17.1**	**28.2**	**6,386.5**

RETAIL SALES BY STORE GROUP 1980

Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
259,744	69,791	18,619	15,240	7,200	52,203	5,366
4,700,340	1,410,688	484,776	523,779	188,663	538,284	153,474
964,511	338,659	65,909	149,951	35,024	131,371	25,778
1,015,830	298,699	77,919	124,418	43,792	173,931	22,971
4,100,831	1,049,394	344,962	489,985	219,238	612,032	82,988
233,133	47,820	8,299	3,992	9,565	39,690	6,842
341,147	57,728	35,743	33,172	18,344	78,155	7,499
589,216	94,822	48,834	212,846	23,094	70,179	6,806
633,842	208,958	48,669	72,360	46,819	63,760	17,649
4,615,375	*1,057,946*	*407,603*	*612,559*	*261,793*	*761,833*	*87,514*
82,032	*34,194*	*8,139*	*1,717*	*2,363*	*5,029*	*1,867*
9,991,780	2,475,830	849,103	1,242,202	532,023	1,599,999	198,839
64,611,379	***15,807,807***	***6,442,133***	***7,711,156***	***3,531,677***	***7,904,327***	***1,562,099***
1,067,206	**307,253**	**78,584**	**141,112**	**32,184**	**138,206**	**20,385**
1,067,206	307,253	78,584	141,112	32,184	138,206	20,385
198,263	48,275	24,021	6,345	5,439	22,468	3,578
868,943	258,978	54,563	134,767	26,745	115,738	16,807
4,454,078	**1,043,933**	**381,479**	**499,015**	**187,512**	**868,184**	**143,773**
192,069	52,954	17,651	14,097	6,636	23,629	7,440
3,248,603	792,833	300,689	378,137	155,993	684,384	112,242
794,137	135,920	82,382	91,700	42,099	189,660	30,389
449,062	91,432	39,671	82,831	13,581	72,227	12,688
104,685	34,287	5,834	6,111	5,633	17,869	3,954
459,659	72,427	17,634	17,839	5,669	70,075	7,449
3,659,941	908,013	299,097	407,315	145,413	678,524	113,384
2,855,282	**785,645**	**277,131**	**262,144**	**133,235**	**547,142**	**141,874**
230,716	62,041	23,764	7,643	8,845	53,824	15,250
2,257,782	612,174	223,831	235,160	112,384	411,641	105,626
668,140	236,886	62,879	35,999	45,416	147,846	17,804
366,784	110,430	25,536	19,341	12,006	81,677	20,998
2,187,133	548,759	214,252	226,145	87,819	399,296	124,070
1,283,296	**342,460**	**127,122**	**139,453**	**46,513**	**194,486**	**63,766**
205,019	54,283	18,682	34,179	10,503	24,566	11,181
1,078,277	288,177	108,440	105,274	36,010	169,920	52,585
245,557	61,173	21,741	24,340	5,955	42,482	13,594
321,406	114,909	29,569	20,560	14,637	19,061	16,353
716,333	166,378	75,812	94,553	25,921	132,943	33,819
114,665	31,546	7,782	10,607	3,595	25,203	3,469
296,726	75,000	30,169	41,586	8,116	47,924	12,194
308,386	82,819	20,074	28,751	7,116	66,017	14,183
611,338	116,904	66,868	86,961	27,982	130,342	18,080
159,499	33,546	10,169	22,309	9,177	45,084	7,318
177,673	48,710	11,819	5,816	7,719	34,482	4,706
363,064	84,902	36,702	48,184	14,868	63,288	11,248
204,535	60,319	13,640	14,606	6,213	29,732	3,479
221,052	60,241	13,308	30,046	9,355	44,351	9,537
162,833	47,993	8,196	7,674	3,978	25,381	6,962
138,788	40,747	16,956	3,875	1,583	17,766	3,019
150,001	51,898	11,674	10,642	4,375	18,067	6,747
196,353	45,173	14,023	14,865	4,929	43,437	11,921
252,469	56,598	24,244	36,144	8,287	51,561	9,661
170,212	59,704	13,460	9,485	3,443	33,028	4,545
15,483	3,943	2,712	1,193	125	1,766	133
369,819	80,504	31,378	40,124	12,157	77,996	18,744
65,607	13,787	7,256	4,432	582	13,574	3,358
256,477	64,639	24,862	25,335	3,607	51,675	10,826
434,762	129,537	34,336	29,818	17,411	72,647	24,506
92,437	27,141	6,421	6,297	2,427	18,623	462
36,885	12,092	2,377	1,770	990	7,058	1,403
93,069	29,045	9,460	4,801	4,474	12,645	7,782
396,456	92,012	34,348	42,863	12,475	75,525	13,893
249,661	70,496	24,619	11,918	4,684	34,551	6,661
357,135	92,487	39,851	39,189	10,116	53,286	16,071
731,949	199,531	73,409	63,471	13,046	125,918	14,917
126,301	47,020	10,902	5,977	2,839	21,389	4,807
67,215	20,045	6,083	2,160	1,441	13,101	1,305
61,723,754	**15,590,862**	**6,279,854**	**7,692,248**	**3,085,671**	**7,971,675**	**1,778,815**
68,385,105	**17,335,695**	**6,876,783**	**8,320,838**	**3,283,604**	**9,182,008**	**2,023,434**

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

ALBANY, N.Y...

Best Test Market in the U.S.A.?

Albany, N.Y. is the test market that is selected time and again by such firms as Borden, Kraft and Scott Paper. Why? Compare the numbers!

	U.S. Average	Alb.-Schen.-Troy SMSA
Avg. Household EBI*	$22,151	$22,409
Retail Sales/Household*	$11,792	$12,012
Avg. Household Size	2.79	2.74

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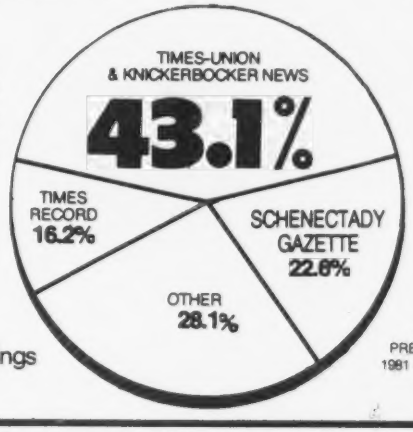

SOURCES:
THREE SIGMA
ABC AUDIT 9/80
CIRCULATION 80/81
PRELIMINARY FIGURES
1981 S&MM SURVEY OF BUYING POWER

Capital Newspapers
Albany, N.Y.

TIMES-UNION Mornings KNICKERBOCKER NEWS Evenings
SUNDAY TIMES-UNION

N.Y. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
ALBANY - SCHENECTADY - TROY	**6,509,882**	**19,773**	**4.5**	**13.5**	**30.6**	**34.0**	**.3575**	• Troy	374,269	15,662	6.2	16.2	29.4	22.7	.0199
Albany	2,715,191	21,427	4.1	11.9	27.6	40.1	.1462	Saratoga	1,037,127	18,351	4.8	15.5	36.7	25.6	.0632
• Albany	919,792	17,637	5.4	14.8	26.4	31.2	0465	Schenectady	1,301,933	20,888	4.3	13.1	29.2	37.7	.0708
Montgomery	336,473	15,489	6.2	18.1	33.0	18.8	.0198	• Schenectady	541,535	17,117	5.4	16.4	30.2	26.9	0291
Rensselaer	1,119,158	19,183	4.7	13.6	31.3	31.9	.0575	SUBURBAN TOTAL	4,674,286	20,916	4.0	12.6	31.6	36.8	.2620

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D.A.M.N.*

* THE NEWS TIMES — Danbury-Connecticut (Fairfield County)
* TIMES HERALD-RECORD — Middletown, New York (Orange County plus Sullivan-Ulster)

	Times Herald-Record	News-Times	Total Unit
DAILY	66,988	39,500	106,488
SUNDAY	72,908	42,714	115,622

SOURCE: ABC AUDIT REPORT – DECEMBER 31, 1980

The D.A.M.N.* unit was created with two of the fastest growing ABC newspapers in the New York City metro to offer advertisers the convenience of a unit buy at a discount rate. See our SRDS listings at the beginning of Connecticut and New York States and the individual listings by state. Phone National Ad Director B. William Cangi at (914) 343-2181 or contact Branham Newspaper Sales.

For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) data in Connecticut Section "C."

in bergen new jersey's richest county there is only one significant print medium...

Five issue target group coverage in Bergen County, N.J.

	College Educated	Have Children	Working Women	Personal Income $25,000+
The Record	74%	74%	66%	74%
The N.Y. Times	45%	34%	31%	48%

The Record

New Jersey's Largest Evening Newspaper

Source: The Scarborough Report, 1980

N.Y. (cont.) S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980							
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BINGHAMTON	**2,001,303**	**17,093**	**5.6**	**15.8**	**33.6**	**23.8**	**.1195**
Broome	1,472,946	17,562	5.3	15.0	34.1	24.9	.0904
• Binghamton	409,912	15,412	6.2	16.1	28.8	22.6	.0265
Tioga	331,467	18,580	5.2	14.8	33.1	28.6	.0176
Susquehanna, Pa.	*196,890*	*13,326*	*7.7*	*22.3*	*31.2*	*11.4*	*.0115*
SUBURBAN TOTAL	1,591,391	17,471	5.4	15.8	34.8	24.2	.0930
BUFFALO	**9,761,253**	**19,118**	**4.4**	**13.1**	**33.8**	**30.3**	**.5489**
Erie	8,262,157	19,633	4.4	12.3	32.7	32.3	.4572
• Buffalo	2,497,342	15,140	6.3	16.1	30.6	19.8	.1322
Niagara	1,499,096	17,304	4.5	16.3	38.6	21.5	.0917
Niagara Falls	448,620	15,597	5.6	17.6	36.4	16.3	.0257
SUBURBAN TOTAL	7,263,911	20,798	3.5	11.7	35.2	35.2	.4167

S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980							
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ELMIRA	**671,342**	**17,309**	**5.3**	**15.3**	**32.7**	**25.2**	**.0389**
Chemung	671,342	17,309	5.3	15.3	32.7	25.2	.0389
• Elmira	213,689	13,933	7.3	16.8	30.5	15.8	.0149
SUBURBAN TOTAL	457,653	19,433	4.1	14.4	33.9	30.9	.0240
GLENS FALLS	**703,302**	**16,621**	**5.9**	**16.5**	**32.6**	**23.3**	**.0436**
Warren	370,907	16,359	5.9	16.5	31.3	23.7	.0252
• Glens Falls	110,074	15,833	5.0	17.4	30.9	22.1	.0088
Washington	332,395	16,900	5.9	16.4	34.0	22.8	.0184
SUBURBAN TOTAL	593,228	16,763	6.1	16.3	32.8	23.5	.0348
NASSAU - SUFFOLK	**25,785,605**	**27,693**	**2.3**	**7.0**	**23.6**	**58.0**	**1.3348**
Nassau	15,002,623	30,548	2.0	5.9	19.7	64.5	.7708
Freeport	383,922	26,003	3.1	8.9	24.0	52.3	.0180

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METRO AREA COUNTY	CIRCULATION SCHENECTADY GAZETTE	CIRCULATION ALBANY TU & KN
Albany	4,651	84,356
Schenectady	**43,230**	**8,717**
Saratoga	**12,367**	**8,350**
Rensselaer	167	16,643
Montgomery	**3,962**	**541**

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Schenectady Gazette

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SOURCE: ABC Audit Reports 9/30/80

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Second in population, households retail sales, food sales, drug sales and eating/drinking sales*

*Source: Sales and Marketing Management, 1981 Survey of Buying Power.

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N.Y. (cont.) SMRB ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980							SMRB ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Valley Stream	351,869	27,516	2.2	7.2	24.0	57.8	.0199	• Newburgh	146,098	13,517	7.6	18.0	28.3	16.2	.0110
Suffolk	10,782,982	25,290	2.7	8.1	27.9	51.0	.5640	SUBURBAN TOTAL	1,525,108	19,837	4.3	13.3	33.6	32.3	.0846
SUBURBAN TOTAL	25,785,605	27,693	2.3	7.0	23.6	58.0	1.3348	**NEW YORK**	**82,157,498**	**19,092**	**5.0**	**13.8**	**26.9**	**34.6**	**4.0476**
NEWBURGH - MIDDLETOWN	**1,802,749**	**18,795**	**4.8**	**14.1**	**32.5**	**29.8**	**.1072**	Bronx	7,112,721	14,130	7.1	17.8	27.4	19.6	.3696
Orange	1,802,749	18,795	4.8	14.1	32.5	29.8	.1072	Kings	14,574,961	15,060	6.5	17.2	28.1	22.1	.7362
• Middletown	131,543	15,130	6.0	17.2	28.2	22.2	.0116	New York (Manhattan)	18,312,841	17,919	5.4	14.7	24.7	33.6	.9172

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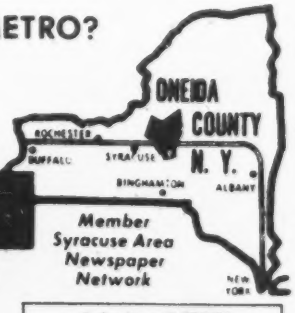

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Per Household Income
NOW OVER $18,148

Rome and Area Retail Sales
NOW OVER $200 MILLION
(Utica-Rome 93rd Ranked Metro)

N.Y. (cont.) — S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999	(B) $10,000–$14,999	(C) $15,000–$24,999	(D) $25,000 & Over	Buying Power Index
• New York City	58,945,252	17,254	5.7	15.3	28.1	28.9	2.9183
Putnam	551,452	21,035	3.0	11.1	36.3	34.9	.0302
Queens	15,400,005	20,654	4.0	12.8	30.7	36.5	.7639
Richmond	2,544,724	20,469	3.7	12.4	36.0	33.5	.1313
Rockland	2,416,930	27,874	2.5	6.9	21.0	58.9	.1212
Westchester	10,619,178	27,793	2.8	8.0	21.3	56.4	.4956
Mount Vernon	618,417	20,705	4.4	12.9	27.7	38.1	0301
New Rochelle	839,664	25,517	3.7	9.4	22.0	51.1	0399
White Plains	578,907	24,527	3.5	11.1	23.2	48.8	0384
Yonkers	2,000,268	23,986	3.0	9.2	26.4	47.1	0919
Bergen, N. J.	*9,624,686*	*28,298*	*2.4*	*7.3*	*22.3*	*59.0*	*.4824*
Teaneck Township	*485,041*	*32,183*	*2.2*	*6.9*	*18.2*	*64.8*	*0193*
SUBURBAN TOTAL	23,212,246	27,701	2.6	7.7	22.3	57.0	1.1293
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***155,915,773***	***21,887***	***4.2***	***11.7***	***25.8***	***42.0***	***7.7535***
POUGHKEEPSIE	**1,691,930**	**19,066**	**4.9**	**14.5**	**34.5**	**29.4**	**.1014**
Dutchess	1,691,930	19,066	4.9	14.5	34.5	29.4	.1014
• Poughkeepsie	230,245	15,266	6.3	16.5	28.7	22.2	0151
SUBURBAN TOTAL	1,461,685	19,605	4.6	14.1	35.7	30.6	.0863
ROCHESTER	**8,841,176**	**23,284**	**3.8**	**10.7**	**26.4**	**45.1**	**.4673**
Livingston	342,661	17,268	5.4	16.9	37.1	21.6	.0205
Monroe	7,015,134	25,416	3.3	9.2	23.7	51.2	.3556
• Rochester	2,043,420	18,806	5.0	13.8	28.4	32.6	.1018
Ontario	599,925	17,984	5.1	15.4	34.5	26.1	.0383
Orleans	254,654	17,891	4.9	14.8	33.0	26.8	.0137
Wayne	628,802	20,596	4.4	12.7	32.1	34.7	.0392
SUBURBAN TOTAL	6,797,756	24,960	3.3	9.5	25.6	49.8	.3655
SYRACUSE	**5,355,085**	**21,008**	**4.2**	**12.1**	**29.7**	**38.0**	**.2925**
Madison	449,042	19,513	.5	14.3	33.0	31.5	.0252
Onondaga	4,129,829	21,799	4.2	11.6	28.4	40.6	.2245
• Syracuse	1,393,954	16,696	6.1	15.6	28.7	26.7	.0739
Oswego	776,214	18,989	4.4	13.1	33.5	29.9	.0428
SUBURBAN TOTAL	3,961,131	22,808	3.4	10.6	30.1	42.9	.2186
UTICA - ROME	**2,214,511**	**17,797**	**5.1**	**15.6**	**32.8**	**27.1**	**.1287**
Herkimer	408,794	16,217	5.9	17.4	36.1	18.8	.0234
Oneida	1,805,717	18,310	4.8	15.1	32.0	29.4	.1053
• Rome	307,192	17,673	5.4	18.2	32.3	27.9	.0199
• Utica	513,045	15,401	6.1	16.3	30.3	21.0	.0306
SUBURBAN TOTAL	1,394,274	18,800	4.5	14.7	34.1	29.6	.0782
OTHER COUNTIES							
Allegany	266,538	13,750	7.4	19.5	31.3	13.7	.0155
Cattaraugus	529,124	15,973	5.8	17.0	34.1	19.7	.0313
Cayuga	519,457	17,467	5.3	14.8	33.6	24.9	.0309
Chautauqua	966,456	16,451	5.3	15.7	33.6	21.7	.0585
Jamestown	251,050	15,820	6.0	15.3	32.1	20.7	.0150
Chenango	337,362	17,789	5.1	15.7	34.2	26.2	.0191
Clinton	537,373	17,737	5.1	16.3	31.2	28.8	.0333
Columbia	459,578	17,457	5.8	15.2	31.2	27.1	.0243
Cortland	339,275	18,113	4.9	15.7	29.2	30.8	.0205
Delaware	295,664	15,502	5.8	18.5	31.5	20.5	.0173
Essex	224,470	15,002	6.6	19.9	32.3	17.7	.0136
Franklin	231,326	13,216	7.5	18.7	29.5	13.9	.0150
Fulton	332,720	14,739	6.7	19.1	33.6	15.4	.0201
Genesee	410,408	18,990	4.7	14.1	36.2	28.6	.0243
Greene	255,535	14,947	6.4	17.8	32.1	17.6	.0161
Hamilton	29,223	13,705	8.3	19.7	28.4	16.1	.0017
Jefferson	590,634	17,187	5.9	15.4	31.2	26.0	.0354
Lewis	141,717	15,671	5.5	18.2	34.5	18.1	.0081
Otsego	343,553	14,349	6.8	20.4	31.1	16.3	.0226
St. Lawrence	681,696	16,428	5.4	16.6	33.9	21.7	.0423
Schoharie	166,930	14,763	7.2	17.8	31.7	17.4	.0101
Schuyler	108,231	15,826	6.1	18.7	34.4	19.3	.0057
Seneca	244,853	19,807	4.2	12.9	34.4	32.0	.0125
Steuben	715,172	18,367	4.9	14.6	31.1	29.9	.0407
Sullivan	442,519	15,828	6.1	16.3	30.6	22.2	.0257
Tompkins	682,201	18,809	5.3	15.3	30.5	31.3	.0376
Ulster	1,062,827	16,872	5.3	15.6	32.3	24.2	.0659
Wyoming	274,490	19,452	4.6	14.6	32.6	31.5	.0150
Yates	132,636	14,991	6.4	19.5	33.6	16.4	.0077
TOTAL METRO COUNTIES	**137,674,060**	**20,103**	**4.6**	**12.9**	**28.0**	**36.4**	**7.0940**
TOTAL STATE	**148,996,028**	**19,708**	**4.7**	**13.3**	**28.4**	**35.2**	**7.7648**

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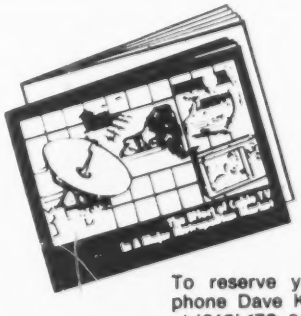
Source: Belden CMS 1980



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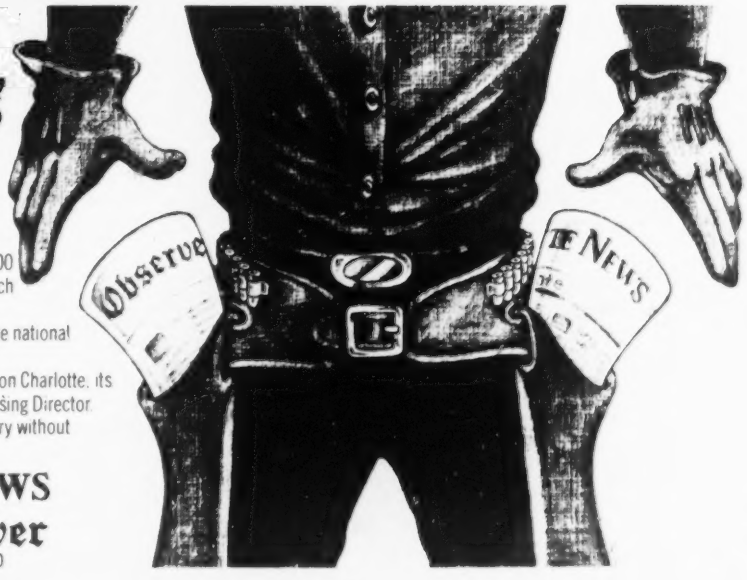

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NORTH CAROLINA

N.C.
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**178.9**	**.0784**	**34.2**	**11.4**	**15.9**	**17.2**	**31.5**	**67.3**	**738,191**	**166,099**	**57,938**	**103,629**	**25,626**	**135,899**	**32,641**
Buncombe	162.1	.0710	34.3	10.8	16.2	17.5	31.3	61.4	708,668	156,093	55,723	101,292	25,175	129,811	31,270
• Asheville	52.9	.0232	37.9	9.7	14.1	16.7	36.5	21.7	445,068	61,801	41,579	95,572	13,688	86,501	24,959
Madison	16.8	.0074	33.1	17.3	13.9	14.2	33.1	5.9	29,523	10,006	2,215	2,337	451	6,088	1,371
SUBURBAN TOTAL	126.0	.0552	33.1	12.1	16.8	17.4	29.4	45.6	293,123	104,298	16,359	8,057	11,938	49,398	7,682
BURLINGTON	**99.1**	**.0434**	**32.0**	**13.0**	**16.5**	**18.7**	**26.4**	**36.4**	**400,855**	**95,497**	**28,094**	**47,781**	**19,199**	**80,581**	**17,952**
Alamance	99.1	.0434	32.0	13.0	16.5	18.7	26.4	36.4	400,855	95,497	28,094	47,781	19,199	80,581	17,952
• Burlington	37.3	.0163	33.2	11.8	15.8	19.5	27.8	14.6	269,768	52,708	21,190	45,098	13,433	45,225	15,210
SUBURBAN TOTAL	61.8	.0271	31.3	13.7	17.0	18.2	25.4	21.8	131,087	42,789	6,904	2,683	5,766	35,356	2,742
CHARLOTTE - GASTONIA	**642.8**	**.2814**	**30.0**	**12.6**	**18.4**	**18.3**	**22.5**	**231.0**	**2,864,641**	**661,784**	**221,656**	**392,351**	**130,331**	**643,779**	**114,763**
Gaston	163.3	.0715	30.6	12.3	17.0	18.0	24.5	57.2	606,965	169,108	37,906	86,267	21,220	140,354	24,432
• Gastonia	47.2	.0207	31.9	11.2	15.7	18.5	26.7	17.2	408,657	76,129	31,223	68,541	12,603	117,786	13,019
Mecklenburg	407.9	.1785	29.8	12.7	19.3	18.7	21.3	150.3	2,050,861	441,743	170,958	296,541	95,831	453,603	80,991
• Charlotte	317.7	.1390	29.9	13.6	19.1	17.5	22.7	119.8	1,403,934	274,583	130,472	203,716	83,767	310,534	65,500
Union	71.6	.0314	29.5	12.9	17.3	16.3	24.2	23.5	206,815	50,933	12,992	9,543	13,280	49,822	9,340
SUBURBAN TOTAL	277.9	.1217	29.7	11.8	18.2	19.1	21.4	94.0	1,052,050	311,072	60,161	120,094	33,961	215,459	36,244
FAYETTEVILLE	**250.4**	**.1096**	**23.2**	**22.4**	**18.4**	**14.4**	**11.6**	**76.9**	**824,500**	**169,785**	**64,918**	**149,334**	**49,017**	**156,026**	**15,396**
Cumberland	250.4	.1096	23.2	22.4	18.4	14.4	11.6	76.9	824,500	169,785	64,918	149,334	49,017	156,026	15,396
• Fayetteville	60.1	.0263	27.5	13.0	15.0	17.6	21.2	22.3	536,713	95,022	45,786	125,959	19,360	84,165	13,017
SUBURBAN TOTAL	190.3	.0833	22.6	25.3	19.4	13.4	8.5	54.6	287,787	74,763	19,132	23,375	29,657	71,861	2,379
GREENSBORO - WINSTON-SALEM - HIGH POINT	**834.2**	**.3649**	**31.0**	**13.0**	**17.8**	**18.3**	**24.6**	**305.0**	**3,532,448**	**737,858**	**282,720**	**437,232**	**200,793**	**737,952**	**145,650**
Davidson	114.4	.0500	31.4	11.5	18.1	18.8	24.6	40.9	327,869	72,232	23,651	15,164	23,930	70,131	13,923
Forsyth	245.5	.1074	30.9	13.2	17.8	18.6	24.1	92.1	1,147,065	233,741	90,862	149,828	58,498	252,446	50,975
• Winston-Salem	131.4	.0575	30.9	14.8	16.3	17.5	25.8	50.6	930,815	176,715	76,514	143,710	46,609	203,657	38,914

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Total Outside Penetration 17.5%

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1981 S&MM Survey of Buying Power

Nationally Marketed by **LANDON ASSOCIATES, INC.**

N.C. (cont.) SMSA ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Guilford	318.9	.1395	30.4	14.2	17.5	18.1	23.9	116.3	1,680,492	334,109	146,075	255,563	101,551	336,692	64,393
• Greensboro	156.3	.0684	29.3	16.9	17.8	17.3	22.5	56.9	1,137,425	210,095	112,713	206,644	32,722	235,906	43,829
• High Point	64.1	.0281	31.8	12.1	17.0	16.1	28.4	24.1	443,268	89,780	28,864	48,140	65,365	91,280	14,981
Randolph	92.9	.0407	31.6	11.7	18.2	18.1	25.8	33.7	243,406	54,460	14,459	13,424	12,966	44,465	10,441
Stokes	33.8	.0148	31.6	11.1	17.8	16.9	26.9	11.6	47,078	14,195	3,195	487	885	11,170	2,685
Yadkin	28.7	.0125	34.0	10.9	16.7	18.2	30.1	10.4	86,538	29,121	4,478	2,766	2,963	23,048	3,233
SUBURBAN TOTAL	482.4	.2109	31.5	11.4	18.2	19.1	24.5	173.4	1,020,940	261,268	64,629	38,738	56,097	207,109	47,926
HICKORY	**131.5**	**.0575**	**30.5**	**12.5**	**18.2**	**18.1**	**23.6**	**46.9**	**565,635**	**119,708**	**43,271**	**68,328**	**25,008**	**108,506**	**15,145**
Alexander	25.4	.0111	30.4	12.0	18.7	17.2	24.2	8.8	46,657	12,329	3,998	1,655	910	6,728	2,508
Catawba	106.1	.0464	30.5	12.6	18.3	18.3	23.4	38.1	518,978	107,379	39,273	66,673	24,098	101,778	12,637
• Hickory	20.5	.0090	28.9	14.9	12.4	17.8	24.6	7.7	233,089	51,295	21,033	28,850	13,907	40,031	6,883
SUBURBAN TOTAL	111.0	.0485	30.6	12.0	19.3	18.2	23.5	39.2	332,546	68,413	22,238	39,478	11,101	68,475	8,262
JACKSONVILLE	**113.8**	**.0498**	**22.1**	**33.8**	**16.6**	**11.5**	**8.1**	**31.0**	**291,040**	**49,975**	**27,432**	**31,364**	**22,054**	**84,560**	**6,564**
Onslow	113.8	.0498	22.1	33.8	16.6	11.5	8.1	31.0	291,040	49,975	27,432	31,364	22,054	84,560	6,564
• Jacksonville	17.2	.0075	22.8	17.4	14.7	18.3	11.6	6.3	172,227	26,605	15,045	27,618	14,816	36,175	5,707
SUBURBAN TOTAL	96.6	.0423	22.1	36.7	16.9	10.3	7.4	24.7	118,813	23,370	12,387	3,746	7,238	48,385	857
RALEIGH - DURHAM	**538.8**	**.2358**	**28.4**	**18.2**	**18.7**	**16.3**	**21.4**	**194.8**	**2,216,346**	**507,573**	**202,599**	**322,647**	**93,781**	**400,335**	**55,813**
Durham	154.2	.0675	29.8	16.7	17.5	16.0	24.8	56.9	625,569	146,338	48,593	106,500	27,384	114,686	18,684
• Durham	101.0	.0442	30.0	18.6	16.0	14.9	27.0	38.3	546,368	129,639	45,063	99,448	22,187	84,986	17,569
Orange	78.4	.0343	25.0	27.9	19.1	13.1	17.8	28.0	223,994	55,941	26,851	19,226	11,457	19,320	8,335
Wake	306.2	.1340	28.7	16.4	19.2	17.2	20.7	109.9	1,366,783	305,294	127,155	196,921	54,940	266,329	28,794
• Raleigh	151.7	.0664	28.6	20.1	18.0	16.6	21.8	55.6	845,170	134,559	76,887	125,112	31,441	187,733	17,111
SUBURBAN TOTAL	286.1	.1252	27.9	17.0	19.9	16.6	19.3	100.9	824,808	243,375	80,649	98,087	40,153	127,616	21,133
SALISBURY - CONCORD	**186.6**	**.0816**	**33.4**	**11.5**	**15.5**	**18.2**	**29.3**	**67.8**	**622,151**	**152,632**	**42,294**	**55,828**	**34,662**	**130,134**	**26,311**
Cabarrus	86.7	.0379	32.9	11.3	15.9	18.3	28.4	31.2	311,889	65,969	19,424	33,975	21,901	77,306	13,327
• Concord	16.6	.0073	34.7	13.7	13.1	17.1	32.5	6.4	160,207	38,402	10,518	9,566	8,677	43,888	8,109
Kannapolis	28.9	.0126	33.3	10.5	16.4	17.9	29.3	11.2	136,574	27,809	8,682	18,671	10,344	31,484	5,362
Rowan	99.9	.0437	33.8	11.7	15.2	18.2	30.0	36.6	310,262	86,663	22,870	21,853	12,761	52,828	12,984
• Salisbury	22.7	.0099	36.3	15.4	12.2	16.5	35.0	8.3	236,794	52,355	19,589	19,956	9,012	47,845	11,192
SUBURBAN TOTAL	147.3	.0644	33.0	10.7	16.3	18.6	28.1	53.1	225,150	61,875	12,187	26,306	16,973	38,401	7,010
WILMINGTON	**141.5**	**.0619**	**30.3**	**12.5**	**16.3**	**16.7**	**25.6**	**51.5**	**576,403**	**150,114**	**50,187**	**85,479**	**25,287**	**98,461**	**19,965**
Brunswick	36.6	.0160	29.5	11.4	15.2	15.7	25.9	12.9	84,736	38,387	5,669	6,012	1,752	6,743	3,258
New Hanover	104.9	.0459	30.5	12.9	16.7	17.0	25.5	38.6	491,667	111,727	44,518	74,667	23,535	91,718	16,707
• Wilmington	43.6	.0191	31.8	13.3	14.4	15.4	29.9	17.3	342,086	56,861	30,438	44,170	18,285	75,202	15,993
SUBURBAN TOTAL	97.9	.0428	29.7	12.1	17.1	17.3	23.7	34.2	234,317	93,253	19,749	36,509	7,002	23,259	3,972

Bright spot in the nation's sunbelt.

Raleigh Durham

•Rankings
77 METRO
40 ADI
58 NEWSPAPER MARKET
*S&MM Survey of Buying Power, Part II 1980

•Unemployment
4.1% RALEIGH/DURHAM
6.0% NORTH CAROLINA
7.0% UNITED STATES
April '81 Employment Security Commission of N.C.

The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Brandsan NEWSPAPER SALES

N.C. (cont.) S&M ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Alleghany	9.7	.0043	34.8	10.2	15.6	16.5	33.2	3.7	26,493	8,832	1,512	716	74	3,489	1,085
Anson	25.7	.0112	32.1	10.9	12.7	15.2	31.2	8.5	50,650	17,904	3,383	2,305	2,702	9,949	2,393
Ashe	22.5	.0099	33.9	10.3	15.9	16.3	31.9	8.2	76,449	17,218	2,337	5,236	4,238	20,270	2,394
Avery	14.5	.0063	30.2	16.1	16.0	14.9	27.4	4.9	42,466	10,644	2,317	439	951	9,055	869
Beaufort	40.6	.0178	32.2	10.4	14.1	15.7	30.4	14.5	179,801	46,842	7,214	12,287	7,552	46,469	5,155
Bertie	21.0	.0092	32.4	9.6	11.9	16.1	30.8	7.0	38,439	12,978	1,113	1,035	911	12,364	1,100
Bladen	30.7	.0134	30.5	11.3	13.8	15.8	28.0	10.3	64,670	20,457	2,307	4,370	2,229	15,123	2,759
Burke	73.4	.0321	30.9	11.9	18.6	17.9	24.6	26.0	178,864	51,260	10,847	12,691	9,800	26,769	9,110
Caldwell	68.5	.0300	29.8	12.3	18.4	17.5	22.9	23.9	223,132	57,186	10,871	16,605	10,856	67,764	5,570
Camden	5.9	.0026	32.8	10.2	14.7	16.3	30.5	2.0	5,690	1,182	15	52	48	118	
Carteret	41.7	.0183	31.1	12.4	15.4	16.8	27.2	15.6	159,319	49,818	18,914	14,268	8,376	17,127	5,733
Caswell	20.8	.0091	30.5	12.6	16.1	15.8	26.9	6.6	23,813	7,651	342	2,742	364	5,860	1,100
Chatham	33.7	.0147	31.9	12.6	16.5	17.3	27.6	12.3	72,081	17,967	3,511	3,341	3,622	18,866	2,540
Cherokee	19.1	.0084	33.6	10.5	15.5	16.1	31.7	7.0	61,830	20,859	1,910	7,170	2,138	7,991	2,819
Chowan	12.7	.0056	32.1	10.9	12.8	16.4	29.9	4.5	34,006	11,594	875	2,537	1,347	5,526	2,355
Clay	6.7	.0029	36.1	9.7	13.3	15.8	35.5	2.6	18,300	3,808	620	174	409	5,237	1,803
Cleveland	84.1	.0368	30.4	12.6	16.8	16.8	25.4	29.0	272,438	62,242	19,119	34,832	11,741	50,367	12,440
Columbus	51.4	.0225	29.9	11.4	15.0	16.6	25.8	17.6	172,226	35,266	7,474	20,945	5,344	41,278	6,172
Craven	71.6	.0313	24.6	18.9	15.8	14.7	18.3	24.0	255,075	57,196	15,866	28,429	14,980	55,899	6,030
Currituck	11.4	.0050	35.0	9.0	12.8	15.5	34.5	4.1	20,427	6,068	935	1,561	427	378	37
Dare	13.9	.0061	35.5	10.7	14.1	15.3	35.2	5.6	97,031	33,326	17,902	3,850	5,603	4,684	988
Davie	25.0	.0110	32.7	10.6	16.7	18.0	28.1	8.8	60,372	12,339	3,108	1,977	7,072	10,588	2,256
Duplin	41.1	.0180	31.4	11.0	14.7	16.8	28.0	14.2	122,713	38,051	4,773	6,364	3,646	23,314	3,657
Edgecombe	56.3	.0246	29.8	11.0	14.5	16.4	26.1	18.7	171,121	45,400	6,333	18,998	23,666	35,948	3,887
Franklin	30.3	.0133	32.1	13.2	14.0	15.9	30.1	10.2	59,102	20,044	2,069	3,209	1,146	9,939	2,532
Gates	8.9	.0039	33.9	10.4	12.8	16.6	31.9	2.9	10,274	3,351	285	1,768		3,072	
Graham	7.3	.0032	32.4	10.7	16.3	16.8	28.9	2.5	18,869	7,627	465	799	330	310	1,197
Granville	34.1	.0149	31.3	11.8	15.9	17.2	26.9	10.6	60,266	18,893	2,422	4,669	1,960	11,088	5,790
Greene	16.2	.0071	29.4	11.8	14.2	16.4	25.6	5.2	17,380	5,778	1,126	1,420	1,039	2,722	202
Halifax	55.3	.0242	30.7	10.6	13.8	16.9	27.2	18.6	178,642	50,201	13,792	16,126	10,328	25,159	6,474
Harnett	60.3	.0264	29.0	15.2	14.7	16.1	25.0	20.6	144,852	43,981	9,329	10,249	6,139	26,226	5,338
Haywood	46.7	.0205	34.0	10.7	16.9	18.3	29.9	17.3	173,391	45,960	9,973	11,533	4,280	34,342	7,385
Henderson	59.8	.0261	34.7	9.6	16.0	16.4	33.2	23.1	253,007	67,097	11,087	19,675	7,621	53,487	11,390
Hertford	23.3	.0102	31.6	11.1	13.4	15.8	29.7	7.6	90,585	24,615	5,414	9,513	5,133	13,502	5,550
Hoke	20.7	.0091	25.8	12.1	15.1	14.7	20.9	6.2	30,925	12,711	433	2,245	1,388	5,904	1,240
Hyde	5.9	.0026	34.6	8.8	13.0	14.2	35.3	2.1	8,907	2,769	2,262	1,330	513	71	26
Iredell	83.3	.0364	32.0	11.4	16.4	17.8	27.4	29.7	274,047	68,603	16,655	18,833	22,735	62,311	12,565
Jackson	26.1	.0114	28.0	23.5	15.1	13.6	25.8	8.7	60,223	16,430	2,850	1,508	2,185	15,731	2,180
Johnston	71.1	.0312	31.4	11.8	16.1	16.8	27.4	25.6	209,381	56,119	11,711	9,191	12,693	36,096	8,888
Jones	9.7	.0042	30.5	11.1	13.8	16.0	27.7	3.2	12,522	4,376	621	872	47	3,086	604
Lee	37.2	.0163	30.3	11.2	16.8	17.5	24.6	13.2	149,120	38,075	7,604	11,765	5,606	33,583	6,635
Lenoir	60.1	.0263	30.8	11.3	15.7	17.5	24.7	21.1	254,567	58,973	10,377	26,541	15,266	60,700	10,071
Lincoln	43.1	.0189	31.2	11.4	17.2	17.8	25.7	15.1	121,395	39,172	7,167	9,220	6,276	22,005	4,309
McDowell	35.4	.0154	32.1	10.9	16.1	17.7	27.7	12.5	107,875	28,567	5,706	6,338	2,921	19,836	4,932
Macon	20.5	.0090	37.1	9.8	14.4	15.5	36.7	7.9	75,678	18,620	2,971	5,969	2,036	8,236	3,798
Martin	26.0	.0114	30.7	11.0	14.1	16.5	27.4	8.7	72,475	17,845	7,227	8,889	2,399	13,663	1,790
Mitchell	14.5	.0063	35.7	9.8	15.0	17.3	33.5	5.3	55,542	15,897	3,679	5,713	1,737	12,846	2,035
Montgomery	22.7	.0099	31.7	11.5	14.9	16.5	28.5	7.9	52,266	21,244	2,657	2,766	406	8,433	2,456
Moore	51.4	.0225	32.1	10.9	14.2	16.2	29.6	19.2	175,641	52,468	12,261	7,670	8,362	29,027	5,449
Nash	67.8	.0297	30.5	11.8	14.9	16.9	26.4	24.0	285,471	65,764	29,941	38,850	12,309	44,339	7,479
Northampton	22.5	.0099	30.3	12.8	12.7	15.7	28.3	7.2	29,904	9,536	1,467	586	284	3,704	1,560
Pamlico	10.5	.0046	33.9	10.2	13.1	16.9	31.6	3.7	18,027	5,859	907	2,099	239	3,093	326
Pasquotank	28.6	.0125	30.2	15.2	14.1	15.8	27.4	9.9	149,288	37,772	7,744	15,123	6,756	30,967	4,599
Pender	22.5	.0098	31.8	10.9	13.6	16.1	29.6	7.7	36,839	14,497	3,412	1,141	207	7,074	1,497
Perquimans	9.6	.0042	35.6	9.0	12.9	15.4	35.2	3.4	21,711	4,525	992	847	525	5,539	481
Person	29.4	.0129	31.2	11.2	15.2	17.0	27.3	10.1	82,335	22,776	5,256	7,236	2,602	17,681	3,881
Pitt	84.2	.0369	25.9	21.1	14.3	15.2	21.9	28.4	352,402	77,788	26,930	41,535	15,153	71,803	14,003
Polk	13.1	.0057	39.0	9.3	13.6	15.1	38.9	5.1	32,705	9,626	2,482	3,741	900	5,158	1,589
Richmond	45.9	.0200	30.9	11.2	14.6	16.6	27.4	16.2	155,150	37,176	10,519	14,206	12,266	24,126	6,936
Robeson	102.7	.0450	25.7	12.9	14.4	14.7	21.9	32.1	295,132	76,873	12,988	25,976	17,504	52,433	11,628
Rockingham	84.1	.0368	32.4	10.8	16.0	17.6	28.2	30.2	264,567	80,447	14,857	18,530	21,798	45,544	15,052
Rutherford	54.2	.0237	33.4	10.6	15.5	17.0	30.5	19.6	176,701	42,434	8,308	16,149	10,273	49,117	9,689
Sampson	50.1	.0220	31.4	11.4	14.5	16.5	28.2	17.0	130,100	34,667	5,491	11,392	6,935	22,804	6,861
Scotland	32.6	.0142	26.4	14.7	14.4	14.8	22.8	10.6	100,363	35,088	4,526	8,029	3,762	24,556	4,019
Stanly	48.9	.0214	33.0	12.1	16.0	17.8	28.9	17.7	155,312	34,153	9,649	8,908	6,148	34,592	7,082
Surry	60.0	.0263	32.6	11.0	16.9	17.6	28.4	21.7	269,845	55,577	13,215	23,628	11,074	67,127	11,320
Swain	10.4	.0045	31.9	10.5	14.1	15.4	30.1	3.7	46,902	15,012	5,301	1,919	1,837	3,220	1,658
Transylvania	23.7	.0104	30.6	13.2	18.3	17.2	24.7	8.4	71,317	24,501	3,442	5,678	3,629	8,744	3,958
Tyrrell	4.0	.0017	35.7	9.0	11.1	15.2	35.5	1.4	10,408	3,170	1,081	321	330	2,337	188
Vance	37.0	.0162	30.9	11.6	14.5	16.8	27.2	12.5	140,449	48,313	5,831	11,253	7,258	23,553	6,003
Warren	16.3	.0071	34.3	9.8	10.6	15.3	33.9	5.3	22,732	8,083	400	1,221	1,896	1,069	863
Washington	14.8	.0065	29.2	11.9	14.8	16.3	25.1	4.8	51,842	17,178	2,437	4,068	2,416	10,654	1,046
Watauga	32.2	.0141	26.0	26.4	14.5	13.8	23.2	11.1	114,668	23,642	12,502	6,645	4,699	18,169	4,810
Wayne	98.1	.0429	27.9	13.2	17.2	17.0	20.8	33.1	355,369	67,706	18,636	58,013	16,095	75,743	8,012
Wilkes	59.3	.0260	31.2	11.7	17.8	17.1	26.1	21.0	186,555	45,974	13,535	14,848	6,176	28,382	9,371
Wilson	63.5	.0278	29.9	13.3	15.1	17.1	25.2	22.0	250,084	62,413	18,869	27,493	12,596	46,344	6,390
Yancey	15.1	.0066	34.2	11.2	14.8	16.3	32.6	5.4	34,673	12,677	926	2,272	799	5,988	2,087
TOTAL METRO COUNTIES	**3,129.0**	**1.3693**	**29.3**	**15.1**	**17.7**	**17.2**	**22.8**	**1,112.7**	**12,652,637**	**2,817,093**	**1,022,244**	**1,690,734**	**626,185**	**2,576,611**	**450,237**
TOTAL STATE	**5,930.6**	**2.5955**	**29.9**	**13.8**	**16.7**	**16.9**	**24.6**	**2,086.5**	**21,567,399**	**5,174,756**	**1,556,694**	**2,461,615**	**1,062,866**	**4,315,901**	**797,676**

N.C.

$$ EFFECTIVE BUYING INCOME 1980

ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ASHEVILLE	**1,262,016**	**15,848**	**6.2**	**16.7**	**28.3**	**24.5**	**.0733**
Buncombe	1,192,037	16,567	5.9	16.6	29.1	26.1	.0690
• Asheville	422,811	15,793	6.4	15.4	25.6	26.8	.0301
Madison	69,979	9,040	9.2	17.4	20.0	8.5	.0043
SUBURBAN TOTAL	839,205	15,871	6.2	17.3	29.5	23.5	.0432
BURLINGTON	**676,179**	**17,187**	**6.4**	**16.7**	**35.5**	**22.5**	**.0398**
Alamance	676,179	17,187	6.4	16.7	35.5	22.5	.0398
• Burlington	304,972	18,589	5.4	15.3	34.2	28.1	.0201
SUBURBAN TOTAL	371,207	16,310	7.0	17.6	36.4	18.8	.0197
CHARLOTTE - GASTONIA	**5,209,773**	**19,791**	**4.9**	**14.2**	**29.8**	**34.8**	**.2888**
Gaston	1,140,010	18,199	5.6	15.8	34.3	26.7	.0645
• Gastonia	369,059	18,360	5.3	15.7	29.8	30.3	.0270
Mecklenburg	3,662,496	21,460	4.5	12.9	27.6	40.3	.2004
• Charlotte	2,848,295	20,309	5.0	13.9	27.1	37.7	.1499
Union	407,267	15,602	6.2	18.5	33.3	19.0	.0239
SUBURBAN TOTAL	1,992,419	19,502	4.7	14.3	33.3	31.9	.1119
FAYETTEVILLE	**1,545,697**	**14,460**	**7.4**	**22.0**	**30.0**	**17.7**	**.0901**
Cumberland	1,545,697	14,460	7.4	22.0	30.0	17.7	.0901
• Fayetteville	418,715	14,598	7.0	19.1	24.6	24.0	.0335
SUBURBAN TOTAL	1,126,982	14,416	7.6	23.2	32.2	15.2	.0566
GREENSBORO - WINSTON-SALEM - HIGH POINT	**6,388,512**	**18,606**	**5.1**	**14.7**	**32.1**	**29.7**	**.3585**
Davidson	796,413	18,121	5.6	16.0	35.8	25.3	.0421
Forsyth	1,994,466	19,025	4.7	13.8	30.3	32.1	.1121
• Winston-Salem	1,090,157	17,511	5.3	14.7	27.4	30.1	.0705
Guilford	2,591,136	19,385	5.0	14.2	30.5	32.9	.1515
• Greensboro	1,366,195	20,444	4.9	13.9	28.1	36.9	.0867
• High Point	492,975	17,471	6.0	15.5	31.5	26.8	.0330
Randolph	609,189	17,358	5.8	16.5	37.8	21.2	.0324
Stokes	214,266	16,563	5.2	16.0	31.5	24.2	.0102
Yadkin	183,042	16,577	5.0	14.7	32.5	22.9	.0102
SUBURBAN TOTAL	3,439,185	18,553	5.0	14.8	34.7	27.6	.1683
HICKORY	**959,044**	**18,497**	**5.1**	**16.3**	**34.4**	**28.6**	**.0554**
Alexander	146,790	15,810	6.9	19.1	36.7	16.5	.0076
Catawba	812,254	19,262	4.6	15.7	33.9	31.4	.0478
• Hickory	185,269	19,748	5.2	15.2	27.0	36.3	.0141
SUBURBAN TOTAL	773,775	18,323	5.0	16.6	35.8	27.1	.0413

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
JACKSONVILLE	**571,301**	**11,797**	**10.2**	**25.1**	**25.2**	**9.4**	**.0349**
Onslow	571,301	11,797	10.2	25.1	25.2	9.4	.0349
• Jacksonville	115,323	15,827	7.7	18.8	32.3	20.9	.0100
SUBURBAN TOTAL	455,978	11,129	10.8	26.7	23.4	6.5	.0249
RALEIGH - DURHAM	**4,282,910**	**18,677**	**5.5**	**15.0**	**28.7**	**32.4**	**.2337**
Durham	1,210,052	17,969	5.8	15.2	28.8	30.2	.0662
• Durham	788,206	16,525	6.5	16.0	28.1	26.6	.0475
Orange	655,425	18,059	5.7	15.2	28.1	31.5	.0317
Wake	2,417,433	19,215	5.4	14.9	28.7	33.7	.1358
• Raleigh	1,323,494	20,075	5.1	14.4	26.6	37.4	.0760
SUBURBAN TOTAL	2,171,210	18,815	5.4	15.0	29.9	31.7	.1102
SALISBURY - CONCORD	**1,224,291**	**16,514**	**6.1**	**17.2**	**34.2**	**21.3**	**.0692**
Cabarrus	504,052	15,018	7.4	19.8	36.1	14.1	.0311
• Concord	112,111	14,264	8.0	17.6	28.8	18.8	.0095
Kannapolis	173,729	14,880	8.1	21.5	37.6	11.9	.0116
Rowan	720,239	18,085	4.9	15.0	32.8	27.4	.0381
• Salisbury	185,661	17,229	5.5	14.7	25.2	31.2	.0145
SUBURBAN TOTAL	926,519	16,663	5.9	17.6	36.3	20.0	.0452
WILMINGTON	**946,557**	**15,537**	**6.6**	**16.6**	**27.8**	**23.8**	**.0563**
Brunswick	195,951	12,659	7.8	18.4	26.9	15.3	.0112
New Hanover	750,606	16,589	6.3	16.0	28.1	26.7	.0451
• Wilmington	304,513	14,000	7.3	17.4	25.1	21.5	.0228
SUBURBAN TOTAL	642,044	16,420	6.3	16.3	29.1	25.0	.0335
OTHER COUNTIES							
Alleghany	48,537	10,559	9.7	17.6	26.5	8.2	.0031
Anson	116,212	11,821	7.3	18.1	25.8	12.4	.0070
Ashe	120,327	12,522	7.4	17.4	26.9	14.6	.0077
Avery	65,357	11,053	8.6	19.2	23.5	11.8	.0044
Beaufort	247,217	14,212	6.1	13.7	26.0	21.7	.0159
Bertie	102,583	11,372	7.2	17.7	21.7	15.5	.0059
Bladen	153,501	12,448	8.0	15.7	26.0	16.6	.0089
Burke	479,361	16,913	6.5	17.9	37.0	19.8	.0253
Caldwell	478,619	18,819	4.7	16.4	33.9	29.1	.0261
Camden	35,498	16,984	4.8	13.6	32.3	23.5	.0018
Carteret	284,364	15,661	6.1	17.8	27.9	24.4	.0164
Caswell	92,664	12,776	8.4	20.9	31.8	9.5	.0051
Chatham	204,748	14,716	7.4	19.5	30.8	18.1	.0109

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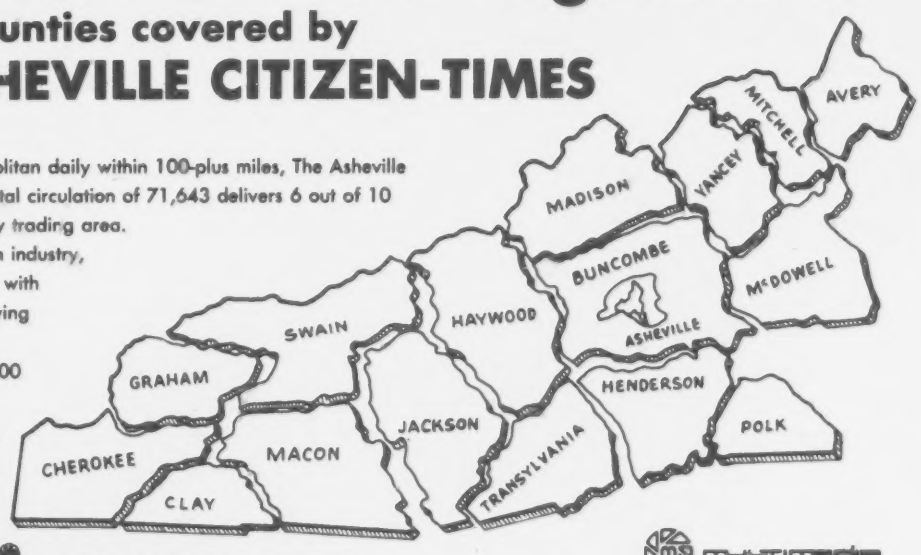

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Sources: 1981 Sales Management Survey of Buying Power; ABC 1980

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Sources: S & MM Survey of Buying Power-1980, ABC & Publisher's Reports Sept. 1980

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N.C. (cont.) — $ EFFECTIVE BUYING INCOME 1980 — S&MM ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Cherokee	90,930	10,821	8.8	20.6	22.9	10.0	.0060
Chowan	78,308	14,720	6.2	17.1	24.2	24.8	.0044
Clay	28,551	8,848	10.7	20.9	15.4	7.5	.0019
Cleveland	565,298	18,083	5.2	15.2	32.0	28.5	.0315
Columbus	249,255	11,531	8.1	17.4	24.4	13.8	.0166
Craven	424,136	13,861	7.5	18.8	27.1	18.8	.0259
☐ Currituck	47,304	9,795	9.9	23.6	17.6	7.7	.0030
Dare	81,276	11,589	7.9	21.3	22.7	13.8	.0065
Davie	173,870	18,124	5.1	13.7	30.7	28.3	.0089
Duplin	217,573	12,597	7.4	17.4	25.8	15.8	.0134
Edgecombe	329,891	14,900	6.6	16.0	25.3	24.3	.0193
Franklin	166,137	12,256	7.1	16.5	22.8	18.6	.0092
Gates	43,257	12,780	7.3	17.7	27.0	14.6	.0023
Graham	31,913	11,386	9.2	17.3	27.6	9.8	.0021
Granville	163,570	12,499	7.8	20.4	25.4	14.8	.0094
Greene	78,740	12,402	7.9	16.4	26.3	15.2	.0042
Halifax	298,100	13,130	6.5	16.8	23.3	20.5	.0185
Harnett	315,152	13,004	7.9	20.3	27.9	14.5	.0185
Haywood	290,844	15,472	6.2	17.2	32.5	19.1	.0175
Henderson	407,174	14,967	6.0	16.4	27.2	22.6	.0243
Hertford	99,303	11,367	8.6	20.5	25.8	9.7	.0076
Hoke	63,268	9,108	9.7	21.9	21.8	2.0	.0045
Hyde	28,825	10,324	10.6	21.1	22.2	8.3	.0016
Iredell	547,669	16,651	5.7	17.4	33.8	22.4	.0309

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N.C. (cont.)

S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Jackson	133,538	12,521	7.8	17.3	26.6	14.7	.0079
Johnston	377,574	12,466	7.8	16.8	26.7	15.3	.0231
Jones	49,553	12,717	8.0	18.3	24.7	17.1	.0025
Lee	248,095	16,571	5.6	16.1	32.3	23.5	.0148
Lenoir	377,538	14,416	6.5	15.5	25.4	22.9	.0236
Lincoln	307,158	19,362	4.3	13.5	33.3	31.0	.0159
McDowell	217,485	16,191	5.7	18.5	33.0	21.3	.0124
Macon	102,528	11,787	7.0	20.3	27.2	9.3	.0071
Martin	114,210	11,123	8.0	19.5	23.9	11.0	.0077
Mitchell	81,146	12,410	7.2	19.0	24.2	16.2	.0051
Montgomery	131,218	14,391	7.5	16.7	30.0	18.0	.0072
Moore	335,672	14,496	7.1	17.4	27.2	21.0	.0193
Nash	445,796	15,568	6.2	15.7	25.9	25.9	.0271
Northampton	104,444	10,577	8.7	18.0	21.1	13.2	.0057
Pamlico	57,018	12,341	7.3	17.2	26.8	13.9	.0032
Pasquotank	189,492	16,334	6.4	15.6	29.0	25.1	.0123
Pender	90,358	9,631	11.2	19.0	21.6	7.3	.0056
Perquimans	42,411	9,906	8.8	17.3	22.9	9.5	.0028
Person	163,849	14,427	7.1	18.5	29.2	18.5	.0095
Pitt	498,189	13,505	6.8	15.2	23.0	22.6	.0321
Polk	82,197	13,600	6.7	18.8	27.3	17.4	.0045
Richmond	236,972	12,705	7.1	18.4	27.9	14.1	.0154
Robeson	483,249	12,341	7.8	18.1	24.4	16.5	.0314
Rockingham	592,048	17,958	5.7	15.8	30.7	28.0	.0321
Rutherford	333,738	15,251	6.4	17.9	31.5	19.4	.0194
Sampson	247,130	11,931	8.0	18.0	24.9	14.3	.0152
Scotland	189,918	15,243	7.4	16.1	27.6	23.0	.0113
Stanly	313,916	16,583	6.7	17.6	35.7	20.1	.0178
Surry	372,376	15,385	6.6	18.2	32.1	19.1	.0240
Swain	48,154	10,659	10.1	19.3	24.6	9.2	.0037
Transylvania	154,237	17,432	5.3	15.9	34.0	24.5	.0086
Tyrrell	16,504	8,444	9.8	14.5	19.0	8.9	.0010
Vance	219,731	14,827	7.3	15.9	27.7	21.8	.0137
Warren	72,713	10,333	7.3	17.6	19.3	14.4	.0042
Washington	102,541	18,496	4.8	12.5	26.3	32.7	.0057
Watauga	150,570	10,324	8.9	20.1	21.7	9.7	.0106
Wayne	529,837	13,087	7.7	19.8	26.5	16.1	.0342
Wilkes	339,055	14,214	6.9	20.2	29.8	17.0	.0203
Wilson	373,961	14,229	6.9	17.1	27.2	20.3	.0237
Yancey	63,194	10,401	8.7	23.2	23.2	5.5	.0041
TOTAL METRO COUNTIES	**23,113,584**	**17,752**	**5.7**	**16.0**	**30.6**	**28.3**	**1.3030**
TOTAL STATE	**39,304,925**	**16,045**	**6.3**	**16.7**	**29.2**	**24.1**	**2.2723**

NORTH DAKOTA

N.D.

S&MM ESTIMATES — POPULATION—12/31/80 — RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**81.6**	**.0358**	**28.2**	**13.4**	**18.1**	**15.4**	**22.4**	**28.9**	**452,667**	**79,031**	**41,575**	**62,174**	**20,400**	**98,875**	**15,104**
Burleigh	56.0	.0246	27.7	14.7	19.2	15.4	20.5	20.1	339,508	60,041	30,261	61,033	16,558	62,030	13,033
• Bismarck	45.2	.0198	27.6	14.5	19.5	15.2	20.4	16.7	336,093	59,732	29,567	61,033	16,558	62,030	13,033
Morton	25.6	.0112	29.7	10.7	15.5	15.3	26.6	8.8	113,159	18,990	11,314	1,141	3,842	36,845	2,071
SUBURBAN TOTAL	36.4	.0160	29.1	12.1	16.4	15.6	24.8	12.2	116,574	19,299	12,008	1,141	3,842	36,845	2,071
FARGO – MOORHEAD	**139.0**	**.0608**	**26.2**	**21.7**	**16.7**	**13.9**	**21.4**	**50.1**	**806,255**	**123,201**	**91,262**	**101,634**	**41,995**	**166,399**	**22,347**
Cass	89.6	.0392	26.9	20.2	17.6	13.6	22.1	33.6	621,680	81,974	65,487	97,674	27,217	137,574	14,869
• Fargo	62.0	.0271	25.8	23.5	16.4	13.9	21.0	23.8	543,344	65,545	58,423	85,407	25,869	128,650	13,967
Clay, Minn.	*49.4*	*.0216*	*24.9*	*24.5*	*15.0*	*14.3*	*20.2*	*16.5*	*184,575*	*41,227*	*25,775*	*3,960*	*14,778*	*28,825*	*7,478*
• *Moorhead*	*29.9*	*.0131*	*23.7*	*32.9*	*14.5*	*12.9*	*16.6*	*9.7*	*144,129*	*35,104*	*21,722*	*3,534*	*12,898*	*22,988*	*5,024*
SUBURBAN TOTAL	47.1	.0206	29.3	12.3	18.3	14.5	25.0	16.6	118,782	22,552	11,117	12,693	3,228	14,761	3,356
GRAND FORKS	**101.4**	**.0444**	**25.9**	**19.8**	**16.6**	**13.5**	**21.4**	**34.9**	**501,054**	**74,301**	**50,370**	**37,158**	**24,372**	**94,044**	**14,291**
Grand Forks	66.6	.0292	24.2	24.4	18.6	12.3	16.3	22.6	351,238	41,214	35,479	31,486	18,752	76,756	6,349
• Grand Forks	44.2	.0193	24.0	27.5	17.5	10.8	17.6	15.8	316,972	37,211	31,874	30,965	18,331	59,223	5,854
Polk, Minn.	*34.8*	*.0152*	*32.6*	*11.2*	*12.8*	*15.6*	*31.2*	*12.3*	*149,816*	*33,087*	*14,891*	*5,672*	*5,620*	*17,288*	*7,942*
SUBURBAN TOTAL	57.2	.0251	28.6	13.9	15.9	15.5	24.4	19.1	184,082	37,090	18,496	6,193	6,041	34,821	8,437

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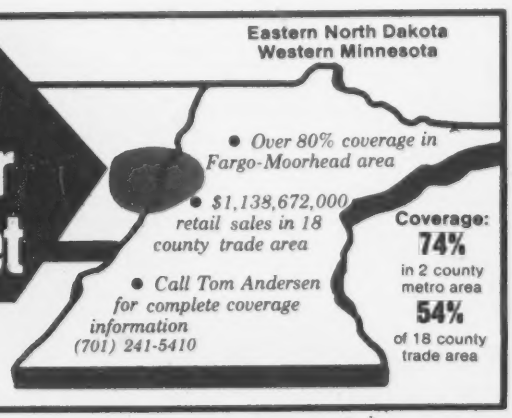

N.D. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Adams	3.6	.0016	32.6	10.9	14.8	14.8	31.7	1.3	12,384	3,233	538	124		3,551	270
Barnes	13.9	.0061	31.1	16.6	13.8	12.6	32.0	5.2	63,434	10,346	6,636	3,001	2,193	15,200	2,136
Benson	7.9	.0034	30.9	9.3	13.6	13.7	30.8	2.5	9,848	2,350	1,573	287	30	56	69
Billings	1.1	.0005	32.1	8.1	13.0	18.8	27.4	.4	1,343	454	263				
Bottineau	9.3	.0041	33.4	12.1	13.3	13.9	33.9	3.3	33,113	5,574	2,759	1,536	1,018	5,907	655
Bowman	4.3	.0019	30.5	9.7	15.3	15.4	27.7	1.5	22,323	4,383	3,944	171	426	5,337	616
Burke	3.8	.0016	34.8	9.1	14.4	15.7	34.0	1.5	9,052	2,406	1,366	40	72	1,266	102
Cavalier	7.6	.0033	33.4	7.6	13.3	15.0	32.9	2.7	25,690	5,390	2,145	463	1,343	3,383	1,367
Dickey	7.2	.0031	33.8	10.8	13.6	14.3	34.1	2.5	20,914	5,726	2,489	811	985	4,405	1,212
Divide	3.4	.0015	34.1	10.8	14.0	14.2	34.6	1.3	12,783	5,604	999	251	167	2,219	305
Dunn	4.6	.0020	30.2	10.7	13.8	15.4	27.9	1.6	8,839	1,071	822			4,551	444
Eddy	3.5	.0016	36.7	7.3	11.3	15.0	36.8	1.4	12,196	1,701	1,030	96	167	1,995	60
Emmons	5.9	.0026	31.3	9.2	14.1	16.7	28.1	2.0	14,532	2,745	1,207	327	144	3,107	542
Foster	4.6	.0020	31.6	8.0	14.6	15.3	29.7	1.6	24,606	6,031	1,111	614	289	7,730	533
Golden Valley	2.4	.0010	31.9	10.8	13.6	13.8	32.0	.9	14,139	3,215	611		386	3,590	81
Grant	4.2	.0018	32.0	9.8	14.3	17.0	28.7	1.5	11,892	3,379	1,015	79		2,728	269
Griggs	3.7	.0016	36.8	8.8	12.9	15.3	36.5	1.4	6,268	1,537	1,099	260	24	825	
Hettinger	4.3	.0019	32.8	8.6	14.4	16.1	30.8	1.5	11,674	1,595	1,028	43	83	3,797	445
Kidder	3.9	.0017	31.8	9.3	14.5	16.2	29.1	1.4	4,649	989	365		27	400	32
La Moure	6.4	.0028	36.9	7.2	13.2	16.0	36.0	2.3	14,952	2,860	1,334	59	354	3,050	246
Logan	3.4	.0015	33.3	8.6	14.2	17.2	30.4	1.2	9,815	2,753	1,240		25	2,515	292
McHenry	7.8	.0034	33.2	9.7	13.7	14.4	33.2	2.8	17,548	2,469	1,973	818	26	2,747	992
McIntosh	4.7	.0021	39.0	7.6	13.1	17.9	37.0	1.9	14,805	4,261	1,225		163	2,864	727
McKenzie	7.2	.0031	30.7	10.6	16.5	15.7	27.2	2.4	12,535	2,597	2,003	44	217	1,529	484
McLean	12.4	.0054	33.0	8.6	13.9	15.6	31.6	4.4	27,735	6,545	3,409	1,819	529	3,415	898
Mercer	9.7	.0043	33.2	9.0	16.3	15.7	31.4	3.4	22,704	5,484	2,356	258	497	5,355	1,278
Mountrail	7.6	.0033	32.5	8.4	14.4	15.8	30.7	2.7	28,263	6,867	2,790	482	479	5,349	1,224
Nelson	5.2	.0023	41.1	6.8	12.6	15.1	41.0	2.0	22,058	1,929	2,701	1,136	77	3,031	285
Oliver	2.5	.0011	29.9	11.2	15.8	17.1	24.9	.8	2,072	444	256	76			
Pembina	10.4	.0045	33.9	8.9	12.8	15.7	32.9	3.8	44,385	12,957	4,603	680	275	10,518	940
Pierce	6.2	.0028	33.0	8.6	15.0	14.3	32.7	2.1	30,743	5,704	1,878	1,339	691	10,682	1,279
Ramsey	13.1	.0057	31.5	11.5	15.2	14.0	30.7	4.7	88,203	13,462	5,351	2,233	3,416	16,269	4,398
Ransom	6.7	.0029	37.4	8.6	12.6	14.6	37.8	2.4	21,476	5,213	3,311	174	214	3,285	1,198
Renville	3.6	.0016	33.1	9.1	15.0	15.1	32.0	1.3	8,520	1,240	814		57	1,087	306
Richland	19.3	.0084	29.5	19.1	12.1	13.3	30.0	6.5	73,676	10,452	5,152	3,864	4,950	18,644	2,861
Rolette	12.3	.0054	23.6	11.0	15.4	12.2	20.1	3.5	34,591	7,339	2,676	1,323	438	4,940	1,122
Sargent	5.5	.0024	32.0	10.1	15.4	14.3	31.2	2.0	10,247	2,884	1,749	50		691	46
Sheridan	2.8	.0013	35.3	7.9	15.0	18.1	32.2	1.0	5,115	885	480		336	870	122
Sioux	3.6	.0015	22.9	11.5	16.8	14.2	15.6	.9	2,513	755	665	88	28		
Slope	1.1	.0005	29.3	10.0	13.9	16.6	25.5	.4	313	90	123				
Stark	24.1	.0106	26.2	17.5	16.0	13.1	22.7	8.1	117,557	21,857	9,507	7,712	8,629	23,877	3,425
Steele	3.1	.0013	34.6	8.1	16.0	16.5	32.9	1.1	8,587	225	305	1,152		3,390	
Stutsman	24.3	.0107	31.5	12.3	15.4	15.6	29.0	8.8	122,263	21,196	11,439	6,458	3,516	27,421	3,663
Towner	4.0	.0017	35.9	8.0	12.7	16.1	34.9	1.5	10,278	1,695	1,364	160	636	1,644	943
Traill	9.7	.0043	35.3	13.7	12.2	13.5	36.7	3.5	39,286	8,445	3,883	192	606	9,310	1,594
Walsh	15.3	.0066	33.4	9.2	14.8	14.8	32.8	5.3	66,607	13,173	5,702	4,798	1,126	16,660	1,435
Ward	58.6	.0257	25.4	18.3	19.6	13.8	17.3	20.3	336,474	51,281	30,302	37,161	10,818	95,414	8,725
Wells	7.0	.0031	35.5	7.7	13.7	15.7	34.7	2.6	23,213	5,675	2,513	439	1,726	2,519	842
Williams	22.5	.0098	29.9	11.6	16.4	15.3	26.3	8.2	111,075	15,022	10,033	10,071	7,198	28,391	3,282
TOTAL METRO COUNTIES	**237.8**	**.1042**	**26.4**	**19.1**	**17.9**	**13.9**	**20.6**	**85.1**	**1,425,585**	**202,219**	**142,541**	**191,334**	**66,369**	**313,205**	**36,322**
TOTAL STATE	**657.1**	**.2876**	**28.9**	**14.7**	**16.1**	**14.4**	**25.7**	**232.5**	**3,072,873**	**505,707**	**294,678**	**282,023**	**120,750**	**688,719**	**88,067**

1 LARGEST DAILY NEWSPAPER BUY IN NORTH DAKOTA!

THE NORTH DAKOTA GROUP GIVES 60.8% HOUSEHOLD COVERAGE IN 26 COUNTIES

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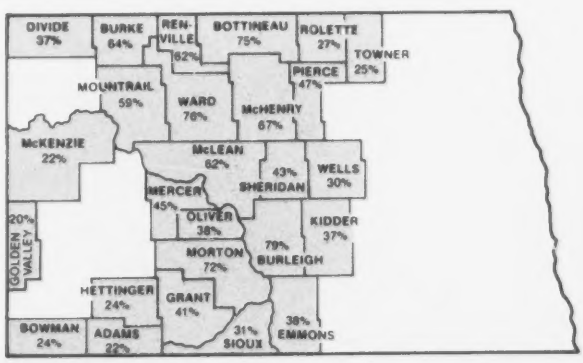

TOTAL CIRCULATION 59,555

Represented by BRANHAM Newspaper Sales

N.D. ESTIMATES	EFFECTIVE BUYING INCOME 1980							ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
BISMARCK	**653,558**	**20,407**	**5.0**	**12.3**	**28.5**	**37.1**	**.0391**	Hettinger	34,252	18,595	5.4	14.6	26.1	34.8	.0016
Burleigh	474,053	21,227	4.6	11.9	28.7	38.9	.0285	Kidder	21,111	11,468	10.9	23.7	22.1	12.8	.0011
• Bismarck	411,836	22,505	4.1	10.6	27.9	42.8	.0258	La Moure	46,801	15,154	7.0	19.3	24.8	25.8	.0023
Morton	179,505	18,551	6.0	13.3	28.1	32.8	.0106	Logan	30,037	17,375	6.1	17.7	22.8	34.9	.0014
SUBURBAN TOTAL	241,722	17,562	6.3	14.7	29.5	29.1	.0133	McHenry	49,863	16,189	7.1	15.5	28.6	24.5	.0026
FARGO - MOORHEAD	**1,188,798**	**21,063**	**4.8**	**12.0**	**27.6**	**38.6**	**.0700**	McIntosh	55,220	18,435	6.1	15.4	18.9	38.9	.0024
Cass	772,839	20,281	5.1	12.6	27.6	36.7	.0485	McKenzie	60,520	21,571	6.5	12.1	22.8	43.5	.0028
• Fargo	587,280	21,917	4.9	11.7	25.0	41.6	.0385	McLean	85,384	16,681	6.0	15.0	27.9	26.8	.0042
Clay, Minn.	*415,959*	*22,583*	*4.2*	*10.9*	*27.4*	*42.6*	*.0215*	Mercer	55,530	13,592	7.7	17.7	27.1	19.0	.0031
• *Moorhead*	*252,928*	*23,702*	*3.8*	*10.1*	*26.3*	*46.1*	*.0141*	Mountrail	56,787	16,900	6.5	14.0	27.3	28.5	.0032
SUBURBAN TOTAL	348,590	18,689	5.2	13.7	32.0	29.9	.0174	Nelson	37,540	16,411	6.7	16.1	32.3	22.4	.0022
GRAND FORKS	**726,187**	**17,454**	**6.0**	**15.9**	**30.3**	**28.1**	**.0445**	Oliver	12,766	14,138	6.6	19.8	26.5	20.4	.0007
Grand Forks	485,757	17,647	6.0	16.8	31.8	28.2	.0302	Pembina	82,307	18,789	5.9	14.3	29.8	31.5	.0044
• Grand Forks	323,831	17,754	6.1	14.7	31.2	28.3	.0227	Pierce	43,804	17,900	5.3	13.0	28.8	29.5	.0028
Polk, Minn.	*240,430*	*17,006*	*5.9*	*14.1*	*27.7*	*28.0*	*.0143*	Ramsey	96,053	16,572	6.3	16.1	29.0	25.7	.0065
SUBURBAN TOTAL	402,356	17,199	6.0	16.9	29.5	27.9	.0218	Ransom	61,072	20,286	5.8	16.0	22.5	39.7	.0030
OTHER COUNTIES								Renville	25,889	17,582	6.3	16.7	35.0	25.3	.0013
Adams	29,750	18,333	6.2	16.1	23.3	35.4	.0016	Richland	125,552	14,795	7.7	16.4	25.4	24.0	.0075
Barnes	107,803	16,966	5.9	14.4	25.8	29.8	.0061	Rolette	55,439	13,311	8.1	18.7	26.9	16.7	.0035
Benson	51,105	17,353	6.5	17.4	27.7	29.2	.0024	Sargent	39,180	17,039	5.1	16.5	30.5	27.7	.0020
Billings	6,013	11,857	12.3	19.5	21.4	18.8	.0003	Sheridan	23,259	17,312	5.6	12.4	21.6	34.1	.0010
Bottineau	75,132	18,671	6.2	14.5	28.0	32.4	.0040	Sioux	13,569	12,586	8.0	16.2	23.1	19.8	.0008
Bowman	34,074	17,931	4.7	14.9	28.5	32.8	.0019	Slope	7,495	15,550	6.3	22.5	30.9	21.8	.0003
Burke	28,156	16,981	5.3	16.7	30.8	26.1	.0015	Stark	169,380	17,563	5.7	14.5	30.0	28.4	.0105
Cavalier	45,030	13,368	9.1	20.3	27.1	17.2	.0027	Steele	35,037	26,778	3.5	9.8	20.8	54.3	.0014
Dickey	51,005	16,476	6.3	14.6	27.3	27.7	.0026	Stutsman	181,378	17,453	5.5	14.1	28.0	29.4	.0109
Divide	24,159	15,673	6.1	20.0	32.9	19.9	.0014	Towner	40,665	20,628	6.0	18.3	24.7	39.5	.0017
Dunn	30,928	15,617	6.3	18.1	30.1	22.2	.0015	Traill	85,895	19,918	5.6	14.6	30.5	35.7	.0046
Eddy	23,037	14,679	6.6	19.0	32.4	16.3	.0014	Walsh	120,648	18,905	5.7	14.8	29.5	33.4	.0066
Emmons	46,911	16,793	5.4	16.3	21.2	34.3	.0021	Ward	425,850	17,701	6.0	18.4	31.8	27.4	.0275
Foster	40,842	19,163	5.1	14.9	26.1	35.6	.0024	Wells	64,403	21,167	5.2	13.0	27.1	39.8	.0030
Golden Valley	15,749	14,707	5.9	22.9	28.2	20.4	.0010	Williams	204,847	22,963	5.4	10.4	23.6	44.6	.0111
Grant	27,264	13,173	9.1	18.8	21.3	22.7	.0014	**TOTAL METRO COUNTIES**	**1,912,154**	**19,535**	**5.3**	**13.6**	**29.2**	**34.5**	**.1178**
Griggs	30,541	18,460	6.1	13.1	30.5	32.4	.0015	**TOTAL STATE**	**5,027,186**	**18,167**	**5.9**	**15.0**	**28.2**	**31.3**	**.2916**

OHIO

OHIO ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**658.8**	**.2882**	**29.9**	**14.6**	**16.1**	**16.7**	**25.1**	**236.3**	**2,818,861**	**729,188**	**292,934**	**352,660**	**101,701**	**414,088**	**98,186**
Portage	137.0	.0599	25.9	19.7	17.3	15.5	18.8	45.2	401,796	114,825	35,806	19,467	12,481	71,800	10,509
Summit	521.8	.2283	31.0	13.3	15.8	17.0	26.7	191.1	2,417,065	614,363	257,128	333,193	89,220	342,288	87,677
• Akron	234.2	.1025	31.6	14.7	14.9	15.1	29.9	92.0	1,190,560	235,045	137,277	217,134	37,693	180,699	41,629
Cuyahoga Falls	43.3	.0189	30.4	12.5	17.5	17.1	24.9	16.3	158,163	30,788	18,410	6,670	6,314	30,208	7,987
SUBURBAN TOTAL	424.6	.1857	29.0	14.6	16.7	17.6	22.4	144.3	1,628,301	494,143	155,657	135,526	64,008	233,389	56,557
CANTON	**405.2**	**.1773**	**31.2**	**12.3**	**15.8**	**16.7**	**27.3**	**144.4**	**1,797,890**	**454,341**	**168,959**	**252,257**	**72,123**	**303,741**	**59,188**
Carroll	25.9	.0113	30.4	11.3	15.2	15.5	27.6	8.7	85,361	20,084	6,592	7,181	1,504	27,696	400
Stark	379.3	.1660	31.2	12.4	16.0	16.8	27.2	135.7	1,712,529	434,257	162,367	245,076	70,619	276,045	58,788
• Canton	93.7	.0410	32.7	13.5	14.5	15.0	31.6	37.0	532,801	143,130	37,053	58,357	17,837	87,939	14,981
SUBURBAN TOTAL	311.5	.1363	30.8	12.0	16.3	17.2	25.9	107.4	1,265,089	311,211	131,906	193,900	54,286	215,802	44,207
CINCINNATI	**1,403.3**	**.6141**	**30.1**	**12.7**	**16.5**	**16.4**	**25.5**	**504.9**	**6,081,976**	**1,467,600**	**654,237**	**972,821**	**264,498**	**841,791**	**209,470**
Clermont	131.2	.0575	28.1	11.1	17.4	17.3	20.6	43.3	440,809	122,427	32,441	42,443	9,402	91,348	10,508
Hamilton	869.1	.3803	30.8	13.2	16.1	16.0	27.3	324.4	4,092,286	949,290	467,162	734,593	201,791	582,164	123,277
• Cincinnati	380.6	.1666	31.5	15.8	15.3	13.5	31.2	159.1	1,538,472	313,477	238,637	169,834	76,954	220,283	62,964
Warren	100.2	.0438	27.8	13.7	19.1	17.8	18.4	32.4	318,621	62,013	45,671	42,224	17,182	28,900	13,533
Dearborn, Ind.	*34.7*	*.0152*	*31.5*	*10.6*	*15.6*	*16.7*	*27.8*	*11.7*	*94,788*	*23,372*	*9,654*	*2,782*	*3,699*	*14,159*	*9,533*
Boone, Ky.	*47.2*	*.0206*	*27.9*	*11.6*	*20.0*	*17.8*	*17.9*	*15.5*	*406,344*	*76,144*	*29,189*	*92,427*	*3,788*	*34,482*	*7,934*
Campbell, Ky.	*83.0*	*.0363*	*30.5*	*12.0*	*15.3*	*16.4*	*26.7*	*28.8*	*257,211*	*80,726*	*26,981*	*21,397*	*8,104*	*35,880*	*13,337*
Kenton, Ky.	*137.9*	*.0604*	*30.2*	*12.0*	*16.1*	*16.5*	*25.7*	*48.8*	*471,917*	*153,628*	*43,139*	*36,955*	*20,532*	*54,858*	*31,348*
Covington	*48.9*	*.0214*	*31.9*	*12.7*	*14.1*	*15.3*	*30.3*	*19.4*	*249,999*	*66,218*	*26,239*	*12,869*	*11,320*	*49,111*	*10,724*
SUBURBAN TOTAL	1,022.7	.4475	29.6	11.6	16.8	17.5	23.5	345.8	4,543,504	1,154,123	415,600	802,987	187,544	621,508	146,506
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,664.5***	***.7284***	***29.8***	***13.3***	***16.4***	***16.4***	***25.1***	***594.8***	***6,980,003***	***1,734,090***	***741,577***	***1,067,605***	***302,849***	***980,397***	***237,507***
CLEVELAND	**1,888.7**	**.8265**	**31.6**	**12.3**	**16.3**	**17.2**	**27.2**	**698.9**	**8,744,557**	**1,982,141**	**832,389**	**1,334,610**	**350,308**	**1,401,258**	**377,920**
Cuyahoga	1,483.6	.6492	32.3	12.6	15.7	16.8	29.0	564.8	6,909,073	1,547,053	690,955	1,071,001	287,988	1,044,835	314,598
• Cleveland	562.4	.2461	31.6	13.5	15.6	15.4	29.2	221.1	1,727,512	399,904	238,965	246,485	72,166	158,388	83,272
Cleveland Heights	56.1	.0246	36.1	10.7	14.9	15.3	35.7	21.3	216,773	72,833	12,663	29,740	3,901	27,004	12,184
Euclid	59.1	.0259	33.1	14.1	17.4	15.3	31.3	24.5	299,085	41,744	24,404	37,709	14,415	82,975	13,833
Garfield Heights	32.9	.0144	33.6	12.2	14.3	17.5	30.5	12.0	125,961	41,528	8,546	17,877	2,342	628	12,553

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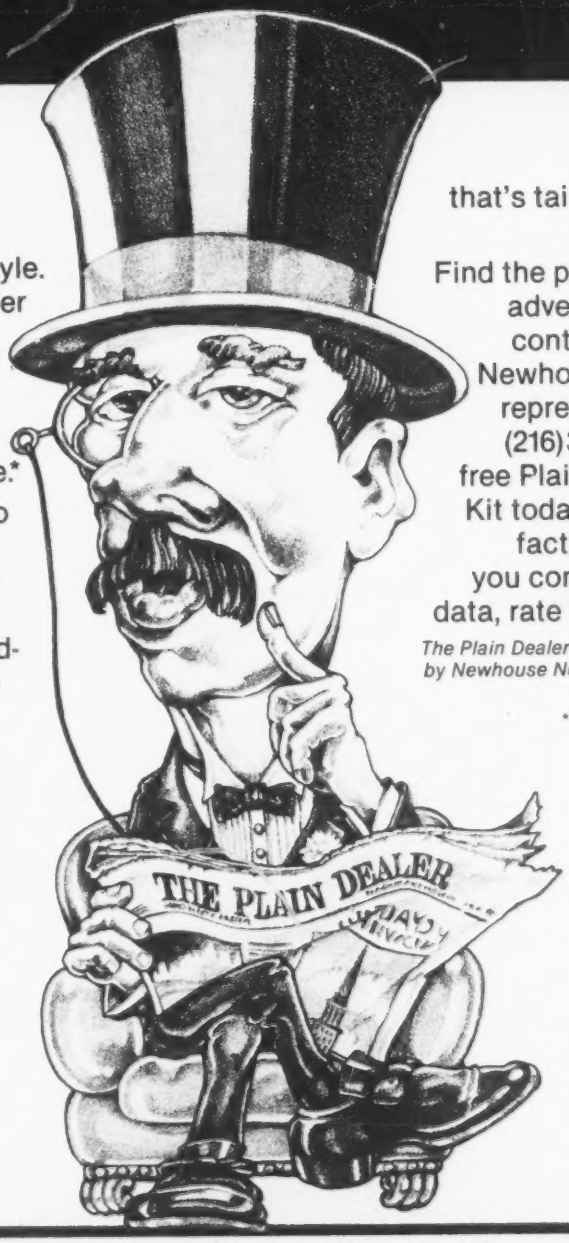

Free Contact Kit

Find the perfect fit for your advertising dollars by contacting your local Newhouse Newspapers representative. Or call (216)344-4079 for your free Plain Dealer Contact Kit today and size up the facts fast. We'll send you complete marketing data, rate cards, the works.

The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities.

**1980 Scarborough Report*

The Plain Dealer. Your No.1 Contact with Cleveland-Northeast Ohio.

CITY EXPLODES!

BUILDING BOOM

An elegant $36 million Hyatt Regency . . . A new Ohio Convention Center . . . The 40-story Nationwide Insurance Corporate Headquarters . . . Just a few of the concrete facts . . . Columbus is anticipating a real population growth of 5.2% by 1984.*

PEOPLE BUY

Over a million buyers with an effective buying income of over $8.5 billion . . . Total retail sales of over $4.5 billion.* The Dispatch and Citizen-Journal reach 464,000 of these buyers daily . . . One ad reaches 123,000 (68% of the SMSA**) college graduates and 139,700 (72% of the SMSA**) adults with household income of $30,000 or more.

BUSINESS UPDATE

Columbus, Ohio is big news for marketers and The Columbus Dispatch and Citizen-Journal are making headlines in more ways than one. Contact one of our representatives today to find out how you can become a part of the story behind the headline. Just call (614) 461-5204.

*S&MM Survey of Buying Power 1980
**Belden CMS 1980

The Columbus Dispatch
SUNDAY and EVENING
Columbus Citizen-Journal
MORNING

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida — The Leonard Company

OHIO (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lakewood	61.3	.0268	34.5	13.0	15.4	14.7	34.5	27.4	248,889	79,202	27,991	1,318	9,106	80,169	12,079
Parma	92.0	.0403	32.2	12.0	15.1	19.0	26.8	32.5	506,803	131,889	37,695	82,403	21,584	118,048	15,764
Geauga	75.4	.0330	29.2	10.5	17.4	18.5	21.4	23.4	283,095	80,811	16,894	14,515	3,927	58,037	10,197
Lake	213.9	.0936	29.4	11.5	18.6	18.9	20.7	73.5	1,030,318	224,273	89,377	208,400	45,401	178,614	30,875
Medina	115.8	.0507	28.9	10.9	18.0	18.0	21.0	37.2	522,071	130,004	35,163	40,694	12,992	119,772	22,250
SUBURBAN TOTAL	1,326.3	.5804	31.6	11.8	16.4	18.0	26.5	477.8	7,017,045	1,582,237	593,424	1,088,125	278,142	1,242,870	294,648
CLEVELAND - AKRON - LORAIN															
CONSOLIDATED AREA	***2,823.8***	***1.2357***	***30.9***	***12.9***	***16.2***	***17.0***	***26.3***	***1,027.6***	***12,571,739***	***2,960,928***	***1,203,035***	***1,853,339***	***494,818***	***1,984,309***	***515,070***
COLUMBUS	**1,099.3**	**.4812**	**28.5**	**15.5**	**17.9**	**16.0**	**22.4**	**404.3**	**4,941,214**	**1,031,007**	**530,454**	**756,646**	**225,029**	**838,162**	**149,546**
Delaware	54.7	.0240	29.1	14.8	15.9	16.1	24.6	18.1	141,450	34,062	14,405	6,241	1,851	24,850	6,282
Fairfield	95.4	.0418	30.8	10.9	16.7	16.5	26.5	32.5	295,918	81,443	29,985	37,001	12,040	47,068	12,714
Franklin	871.9	.3815	28.1	16.3	18.1	15.9	21.7	328.4	4,277,584	856,112	469,613	703,687	206,933	730,740	121,836
• Columbus	566.8	.2481	27.9	18.2	18.2	14.4	22.6	219.9	2,677,258	477,527	317,868	485,807	138,409	416,209	69,689
Madison	33.3	.0146	30.0	11.7	18.4	16.7	24.1	10.9	98,037	27,504	7,334	1,184	1,214	14,388	4,119
Pickaway	44.0	.0193	29.0	12.7	19.0	16.0	22.6	14.4	128,225	31,886	9,117	8,533	2,991	21,116	4,595
SUBURBAN TOTAL	532.5	.2331	29.2	12.6	17.7	17.6	22.0	184.4	2,263,956	553,480	212,586	270,839	86,620	421,953	79,857
DAYTON	**828.7**	**.3627**	**29.5**	**14.0**	**17.8**	**17.3**	**22.9**	**303.3**	**3,491,867**	**757,991**	**343,394**	**564,662**	**166,632**	**550,250**	**83,355**
Greene	130.2	.0570	27.5	15.9	18.5	18.7	17.5	43.8	449,219	134,433	34,219	39,191	14,900	79,993	9,204
Miami	90.8	.0397	30.6	11.5	17.5	16.5	25.8	32.4	336,919	82,353	32,473	36,370	14,633	76,682	10,616
Montgomery	569.2	.2491	29.7	14.1	17.6	17.2	23.6	213.8	2,593,608	522,867	267,269	488,732	134,718	375,092	60,664
• Dayton	200.9	.0879	30.5	16.9	15.0	15.4	27.9	81.2	620,565	97,983	71,487	100,330	38,655	95,477	17,744
Kettering	60.6	.0265	31.3	11.8	16.6	19.7	24.2	23.4	343,726	83,882	31,706	61,154	24,753	45,946	8,182

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Dayton. . . the 49th ADI . . . and growing. Our total effective buying income is the 44th best in the country.

These are the facts that make the Dayton market one of the best markets you can buy.

And the best way to reach that market is with a Dayton/Springfield Newspaper buy. 63% daily penetration. 57% Sunday penetration. Numbers you can't get with the market's broadcast media.

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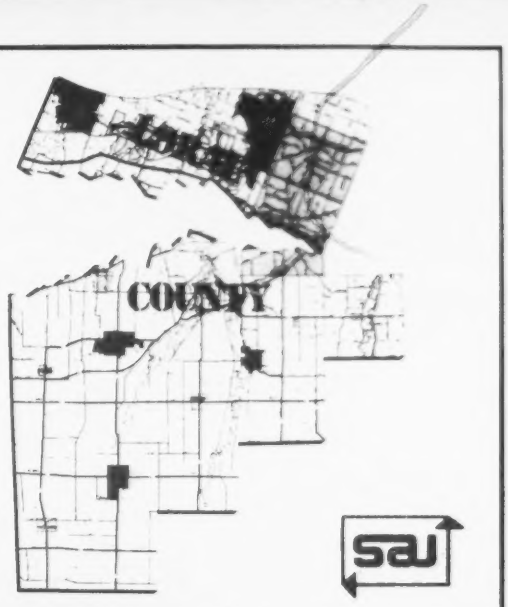

OHIO (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Preble	38.5	.0169	30.7	11.5	16.5	16.1	26.8	13.3	112,121	18,338	9,433	369	2,381	18,483	2,871
SUBURBAN TOTAL	627.8	.2748	29.2	13.1	18.6	17.8	21.5	222.1	2,871,302	660,008	271,907	464,132	127,977	454,773	65,611
DAYTON - SPRINGFIELD CONSOLIDATED AREA	***1,012.2***	***.4430***	***29.6***	***13.8***	***17.7***	***17.0***	***23.5***	***369.1***	***4,156,799***	***933,142***	***395,510***	***679,571***	***187,917***	***652,727***	***105,232***
HAMILTON - MIDDLETOWN	**261.2**	**.1143**	**28.3**	**16.3**	**16.2**	**16.6**	**22.5**	**89.9**	**898,027**	**266,490**	**87,340**	**94,784**	**38,351**	**138,606**	**28,037**
Butler	261.2	.1143	28.3	16.3	16.2	16.6	22.5	89.9	898,027	266,490	87,340	94,784	38,351	138,606	28,037
• Hamilton	62.7	.0274	30.9	12.5	14.9	16.8	27.1	24.3	298,503	77,410	29,529	34,282	15,991	43,861	11,616
• Middletown	43.3	.0189	31.1	13.0	15.6	16.8	27.1	16.9	241,219	73,140	23,558	42,383	8,670	29,758	5,853
SUBURBAN TOTAL	155.2	.0680	26.6	18.7	16.8	16.4	19.4	48.7	358,305	115,940	34,253	18,119	13,690	64,987	10,568
LIMA	**219.0**	**.0958**	**30.1**	**11.8**	**15.0**	**15.6**	**27.1**	**75.8**	**882,555**	**186,480**	**79,163**	**135,385**	**35,918**	**139,261**	**32,638**
Allen	112.4	.0491	30.2	12.5	15.2	16.1	26.6	39.6	547,224	101,057	47,835	123,915	22,248	70,761	19,919
• Lima	47.0	.0206	30.0	13.0	14.9	13.9	28.6	17.8	205,914	50,203	26,844	11,712	10,686	28,593	6,412
Auglaize	42.9	.0188	30.5	11.2	14.6	15.5	27.9	14.8	146,390	37,558	15,823	7,012	6,938	25,539	5,124
Putnam	33.1	.0145	27.6	11.0	14.9	14.3	24.7	10.3	89,154	23,077	6,165	1,090	3,184	18,778	3,265
Van Wert	30.6	.0134	32.2	11.0	14.8	15.4	30.5	11.1	99,787	24,788	9,340	3,368	3,548	24,183	4,330
SUBURBAN TOTAL	172.0	.0752	30.2	11.5	14.9	16.1	26.7	58.0	676,641	136,277	52,319	123,673	25,232	110,668	26,226
LORAIN - ELYRIA	**276.3**	**.1210**	**28.4**	**13.1**	**16.9**	**16.7**	**22.1**	**92.4**	**1,008,321**	**249,599**	**77,712**	**166,069**	**42,809**	**168,963**	**38,964**
Lorain	276.3	.1210	28.4	13.1	16.9	16.7	22.1	92.4	1,008,321	249,599	77,712	166,069	42,809	168,963	38,964
• Elyria	57.8	.0253	28.5	13.6	18.1	15.5	22.7	20.5	283,401	53,216	20,911	87,715	16,702	31,005	8,100
• Lorain	75.2	.0329	29.0	12.9	16.4	16.1	24.0	26.1	210,594	51,552	21,614	30,327	10,469	35,762	7,555
SUBURBAN TOTAL	143.3	.0628	28.1	12.9	16.9	17.4	21.0	45.8	514,326	144,831	35,187	48,027	15,638	102,196	23,309

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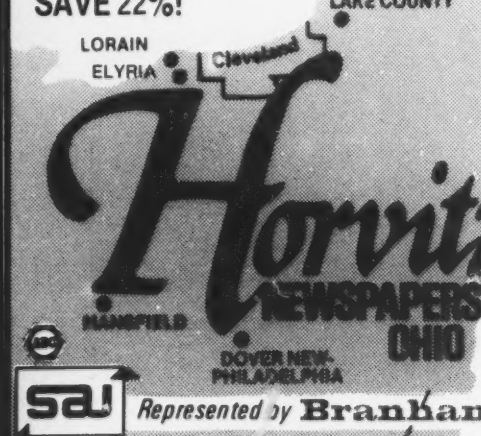

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● Now you can increase your reach even further by adding the Elyria Chronicle-Telegram.

OHIO (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANSFIELD	**131.2**	**.0574**	**29.9**	**12.9**	**17.2**	**16.7**	**24.4**	**47.0**	**604,186**	**121,824**	**48,064**	**95,185**	**22,438**	**106,606**	**14,541**
Richland	131.2	.0574	29.9	12.9	17.2	16.7	24.4	47.0	604,186	121,824	48,064	95,185	22,438	106,606	14,541
• Mansfield	53.8	.0235	31.0	15.1	16.4	14.5	29.0	20.8	387,613	60,274	32,883	45,928	15,892	81,375	9,574
SUBURBAN TOTAL	77.4	0339	29.1	11.4	17.8	18.3	21.3	26.2	216,573	61,550	15,181	49,257	6,546	25,231	4,967
NEWARK	**121.9**	**.0534**	**30.3**	**12.7**	**17.1**	**16.6**	**25.3**	**43.0**	**409,848**	**99,464**	**37,236**	**42,537**	**13,426**	**73,345**	**12,811**
Licking	121.9	.0534	30.3	12.7	17.1	16.6	25.3	43.0	409,848	99,464	37,236	42,537	13,426	73,345	12,811
• Newark	41.1	.0180	32.5	11.5	15.7	15.7	30.5	16.1	196,157	50,982	18,007	16,836	5,871	38,893	8,990
SUBURBAN TOTAL	80.8	.0354	29.3	13.3	17.8	17.1	22.7	26.9	213,691	48,482	19,229	25,701	7,555	34,452	3,821
PARKERSBURG - MARIETTA	**164.2**	**.0719**	**30.5**	**12.2**	**18.2**	**15.7**	**26.1**	**58 9**	**778,304**	**182,717**	**52,068**	**137,249**	**29,614**	**137,948**	**22,315**
Washington	64.9	.0284	30.6	12.9	16.4	15.8	27.0	22.8	257,259	75,885	21,173	26,707	10,305	29,916	9,893
• Marietta	16.5	0072	31.7	19.4	11.5	14.9	31.3	6 1	146,803	39,310	13,794	21,854	6,572	14,539	6,974
Wirt, W. Va.	*5.0*	*.0022*	*32.6*	*9.7*	*16.4*	*13.0*	*33.1*	*1.7*	*7,089*	*1,072*	*186*	*418*	*17*	*1,321*	
Wood, W. Va.	*94.3*	*.0413*	*30.3*	*11.8*	*19.6*	*15.8*	*25.0*	*34 4*	*513,956*	*105,760*	*30,709*	*110,124*	*19,292*	*106,711*	*12,422*
• *Parkersburg*	*39.7*	*0174*	*32.0*	*12.5*	*17.3*	*15.2*	*29.6*	*15.8*	*345,773*	*85,199*	*19,694*	*45,071*	*9,116*	*95,064*	*9,693*
SUBURBAN TOTAL	108.0	.0473	29.9	11.0	19.6	16.0	24.0	37.0	285,728	58,208	18,580	70,324	13,926	28,345	5,648
SPRINGFIELD	**183.5**	**.0803**	**30.2**	**13.1**	**16.9**	**15.9**	**26.0**	**65.8**	**664,932**	**175,151**	**52,116**	**114,909**	**21,285**	**102,477**	**21,877**
Champaign	33.9	.0149	31.1	11.9	16.2	15.4	28.3	12.0	95,384	31,594	9,406	7,390	2,036	15,804	3,577
Clark	149.6	.0654	30.1	13.3	17.0	16.0	25.6	53.8	569,548	143,557	42,710	107,519	19,249	86,673	18,300
• Springfield	71.9	0315	31.2	15.2	14.6	14.3	30.1	27 6	246,092	54,419	27,762	19,180	13,742	38,589	12,071
SUBURBAN TOTAL	111.6	.0488	29.8	11.7	18.3	16.9	23.5	38.2	418,840	120,732	24,354	95,729	7,543	63,888	9,806
STEUBENVILLE - WEIRTON	**162.6**	**.0711**	**32.4**	**11.5**	**15.4**	**17.3**	**28.7**	**58.0**	**583,595**	**156,947**	**44,345**	**92,955**	**23,835**	**82,507**	**20,957**
Jefferson	91.2	.0399	33.4	11.5	14.3	17.0	30.7	32.9	355,356	86,641	25,161	67,665	14,432	42,699	10,865
• Steubenville	26 1	.0114	37.1	13.7	12.2	15.5	36.6	10 2	221,478	35,784	13,505	54,628	11,730	26,518	8,481
Brooke, W. Va.	*31.1*	*.0136*	*31.7*	*12.1*	*16.8*	*17.6*	*26.9*	*10.7*	*78,764*	*20,538*	*8,237*	*2,077*	*4,533*	*20,158*	*4,471*
Hancock, W. Va.	*40.3*	*.0176*	*31.1*	*10.8*	*16.9*	*17.9*	*25.5*	*14.4*	*149,475*	*49,768*	*10,947*	*23,213*	*4,870*	*19,650*	*5,621*
• *Weirton*	*24.4*	*0107*	*32.3*	*10.5*	*15.4*	*18.7*	*27.1*	*8 8*	*149,217*	*41,390*	*10,144*	*23,186*	*5,649*	*27,603*	*6,096*
SUBURBAN TOTAL	112.1	.0490	31.7	11.2	16.1	17.5	27.2	39.0	212,900	79,773	20,696	15,141	6,456	28,386	6,380
TOLEDO	**794.7**	**.3477**	**29.8**	**13.7**	**15.5**	**15.7**	**26.3**	**281.6**	**3,402,507**	**771,956**	**343,855**	**461,369**	**135,406**	**583,479**	**126,455**
Fulton	38.1	.0167	29.2	11.2	16.3	15.1	25.5	12.8	133,619	32,123	10,102	2,147	8,584	33,386	4,671
Lucas	471.7	.2064	30.8	12.8	15.2	15.6	28.0	174.1	2,248,936	518,266	242,884	351,935	88,616	365,844	91,799
• Toledo	352 9	1544	31.2	13.4	14 9	15.1	29.3	134 5	1,493,440	339,874	173,372	282,844	59,881	147,446	69,318
Ottawa	40.3	.0176	31.7	10.5	15.0	16.3	28.7	14.4	140,767	37,736	17,341	2,359	2,995	27,104	2,350
Wood	108.8	.0476	25.9	22.0	14.6	14.3	22.3	36.3	455,492	92,733	43,759	65,378	23,546	48,611	13,070
Monroe, Mich.	*135.8*	*.0594*	*28.9*	*12.0*	*17.2*	*16.8*	*22.8*	*44.0*	*423,693*	*91,098*	*29,769*	*39,550*	*11,665*	*108,534*	*14,565*
SUBURBAN TOTAL	441.8	.1933	28.7	14.0	16.0	16.1	23.8	147.1	1,909,067	432,082	170,483	178,525	75,525	436,033	57,137
YOUNGSTOWN - WARREN	**530.7**	**.2322**	**31.5**	**12.4**	**14.9**	**17.3**	**27.5**	**188.7**	**2,259,878**	**527,643**	**191,761**	**384,833**	**97,735**	**329,721**	**83,365**
Mahoning	288.3	.1261	32.5	12.5	14.1	17.3	29.1	103.3	1,204,733	274,837	97,537	206,924	58,236	183,887	40,601
• Youngstown	113.7	.0498	33.7	13.1	12.8	15.6	32.8	42 8	400,275	97,637	42,008	38,783	13,142	74,864	18,493

TOLEDO

A RECOMMENDED TEST MARKET

Toledo has been included in a list of recommended U.S. test markets compiled by Paratest and published in Advertising Age, February 9, 1981. Toledo's qualifications include:

- isolation from other sizeable markets
- minimal media spillin and spillout
- economic diversification
- single newspaper penetration

Put it to the test in Toledo . . . with The Blade

TOTAL BLADE CIRCULATION		% CIRCULATION TOLEDO SMSA	
Evening	Sunday	Evening	Sunday
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ABC Audit 9/30/80

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Puck, The Comic Weekly

OHIO (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Trumbull	242.4	.1061	30.5	12.2	16.1	17.4	25.4	85.4	1,055,145	252,806	94,224	177,909	39,499	145,834	42,764
• Warren	56.1	0246	31.0	12.8	15.9	16.3	27.4	21.2	225,474	41,388	34,028	22,208	13,977	51,846	10,102
SUBURBAN TOTAL	360.9	.1578	31.0	12.1	15.5	18.0	25.8	124.7	1,634,129	388,618	115,725	323,842	70,616	203,011	54,770
OTHER COUNTIES															
Adams	24.8	.0109	33.1	9.8	13.0	14.3	33.3	8.4	79,543	28,690	3,100	3,496	1,563	22,249	2,147
Ashland	46.4	.0204	29.0	15.9	15.1	14.4	26.5	16.1	152,085	42,897	15,531	8,945	6,035	18,100	6,789
Ashtabula	104.7	.0458	31.5	11.2	14.8	16.1	28.8	36.3	330,249	74,940	26,421	51,312	12,994	57,426	8,661
Athens	56.7	.0248	24.1	33.1	12.9	11.1	21.8	18.6	169,363	52,854	14,614	14,521	6,470	30,271	4,184
☐ Belmont	82.7	.0362	35.6	10.7	13.4	16.0	34.6	30.6	298,928	95,329	32,272	34,383	5,124	42,145	8,088
Brown	32.3	.0141	31.5	10.4	14.6	15.0	29.9	10.9	63,306	20,603	8,565	2,155	577	6,517	1,912
Clinton	34.9	.0152	30.0	12.5	15.9	15.4	26.7	12.4	138,538	35,426	8,857	9,851	4,685	32,974	3,515
Columbiana	114.0	.0499	32.2	11.2	14.5	16.3	29.6	40.4	395,575	108,005	24,996	33,534	13,383	76,409	19,603
Coshocton	36.2	.0159	33.1	9.9	15.6	16.4	30.6	13.2	113,430	31,936	7,445	9,041	3,778	19,632	4,455
Crawford	50.0	.0219	30.6	11.7	17.4	15.7	26.6	18.3	176,872	45,742	17,407	10,003	7,348	30,404	8,240
Darke	55.6	.0244	31.4	10.8	15.9	15.0	29.2	19.2	188,264	45,710	13,122	18,113	5,897	37,490	5,391
Defiance	40.3	.0176	28.0	13.2	16.5	15.0	23.5	13.5	170,735	39,747	13,882	21,657	8,075	25,828	5,180
Erie	79.9	.0349	30.5	11.6	16.4	16.8	25.8	28.1	362,538	75,756	37,399	68,906	13,210	47,141	13,823
Fayette	27.6	.0121	32.0	10.9	15.9	15.8	29.5	9.8	112,231	24,430	7,708	11,628	3,786	10,985	2,926
Gallia	30.6	.0134	31.3	11.7	15.2	15.0	29.4	10.5	108,554	28,318	8,762	6,771	6,890	15,541	5,096
Guernsey	42.5	.0186	33.4	10.3	14.4	14.9	32.8	15.3	155,252	42,644	17,572	22,689	3,232	17,434	4,517
Hancock	64.8	.0284	30.4	12.2	16.4	15.4	27.0	23.4	292,482	57,680	24,441	47,852	15,980	46,872	9,432
Hardin	32.9	.0144	28.9	17.6	14.4	14.0	27.3	11.3	93,137	32,935	9,056	1,414	3,689	14,449	4,955
Harrison	18.3	.0080	34.6	9.8	13.3	15.9	33.5	6.4	38,825	14,012	2,993	852	1,044	6,764	787
Henry	28.5	.0125	30.7	10.3	15.7	15.1	28.1	9.9	82,861	22,343	6,128	1,567	2,960	15,190	2,652
Highland	33.8	.0148	33.3	10.2	14.3	14.9	32.6	12.1	114,507	37,848	8,017	3,907	3,164	22,304	8,662
Hocking	24.6	.0107	31.7	10.6	15.7	15.5	29.4	8.8	78,516	16,675	9,237	5,817	1,538	14,195	2,691
Holmes	29.9	.0131	26.5	11.1	15.0	13.7	23.6	8.3	73,836	15,081	6,312	1,291	2,489	12,858	4,555
Huron	55.0	.0241	29.2	11.4	15.7	15.4	25.6	19.0	210,839	59,053	17,268	12,161	11,141	44,182	7,595
Jackson	30.9	.0135	32.4	10.6	13.3	15.5	31.0	10.9	96,304	32,862	5,364	10,723	2,793	14,813	7,362
Knox	46.6	.0204	31.1	14.7	15.3	15.4	28.6	16.2	132,532	33,946	14,132	18,645	4,601	18,926	7,061
☐ Lawrence	64.4	.0282	30.8	11.1	16.4	16.7	26.5	22.4	208,046	52,276	11,235	24,925	16,631	34,359	7,415
Logan	39.5	.0172	32.3	10.5	13.9	15.0	31.3	14.5	141,225	38,635	15,818	11,654	5,282	25,562	5,022
Marion	68.2	.0299	30.1	12.3	17.5	16.3	25.0	24.1	281,917	61,948	23,639	56,293	10,449	46,235	9,358
Meigs	24.0	.0105	33.7	9.9	14.1	15.4	32.7	8.6	67,660	23,883	4,684	4,182	5,024	7,735	3,015
Mercer	38.6	.0169	29.1	10.9	14.0	15.2	26.5	12.4	131,686	33,695	12,576	10,735	4,978	23,346	2,799
Monroe	17.5	.0077	32.9	10.0	15.9	15.4	31.3	6.1	46,878	19,347	1,758	2,107	452	12,227	778
Morgan	14.4	.0063	33.5	10.3	14.1	14.5	33.3	5.0	25,105	6,723	1,387	943	1,043	3,452	564
Morrow	26.9	.0117	29.8	11.0	16.4	15.5	26.0	9.0	59,926	17,160	3,635	1,577	1,234	11,413	2,854
Muskingum	83.8	0367	31.4	12.4	14.5	15.4	29.4	29.9	308,477	77,141	24,024	41,483	10,674	45,144	10,293
Noble	11.4	.0050	34.0	9.4	13.3	14.8	33.9	4.0	33,546	10,183	1,616	140	993	10,465	863
Paulding	21.5	.0095	28.7	11.6	16.8	14.7	24.7	7.1	46,388	13,004	4,420	1,164	4,318	5,930	882
Perry	31.4	.0137	31.7	11.0	13.6	14.7	30.8	10.7	63,789	20,867	4,772	1,153	1,924	11,959	873
Pike	23.1	.0101	30.9	10.4	15.1	15.0	28.7	7.9	69,238	20,558	5,352	768	1,675	9,659	3,666
Ross	65.3	.0286	31.8	10.9	16.8	16.7	27.8	22.4	257,702	65,508	27,177	51,504	7,679	34,643	9,489
Sandusky	63.5	.0277	29.7	11.4	15.3	15.8	26.1	21.9	232,956	57,159	24,192	14,951	10,887	44,332	9,318
Scioto	85.0	.0372	32.6	10.6	14.0	15.3	31.3	29.9	314,596	86,457	26,488	46,059	15,047	43,186	13,307
Seneca	62.1	.0272	28.9	13.5	14.7	14.9	26.1	21.1	178,938	46,949	15,324	14,545	8,248	19,802	7,408
Shelby	43.5	.0191	28.9	11.8	16.0	14.9	25.4	14.5	133,720	31,435	12,820	13,150	5,599	28,550	4,260
Tuscarawas	85.2	.0373	32.4	10.9	15.4	16.0	30.0	31.0	312,712	75,105	31,902	38,533	17,346	47,849	9,263
Union	30.0	.0131	30.8	10.9	16.3	15.8	27.3	10.2	76,667	21,587	7,084	3,984	1,906	18,018	3,006
Vinton	11.8	.0052	32.2	10.8	13.5	13.9	32.4	4.0	17,052	3,843	1,955	325	473	4,211	724
Wayne	98.4	.0431	28.6	13.8	16.7	15.3	24.0	32.9	349,083	87,198	26,509	35,804	13,218	68,735	9,905
Williams	36.6	.0160	30.8	10.6	16.6	14.8	28.1	13.1	122,660	30,394	12,396	9,867	4,440	15,592	2,886
Wyandot	22.7	.0100	31.1	10.6	14.7	15.5	28.9	7.9	67,542	16,881	6,173	1,714	5,177	10,015	2,119
TOTAL METRO COUNTIES	**9,667.1**	**3.7929**	**30.2**	**13.4**	**16.5**	**16.6**	**25.5**	**3,136.2**	**37,472,255**	**8,706,032**	**3,690,723**	**5,689,296**	**1,586,363**	**5,892,954**	**1,295,897**
TOTAL STATE	**10,813.3**	**4.7324**	**30.3**	**13.2**	**16.2**	**16.4**	**26.0**	**3,881.7**	**44,742,092**	**10,591,831**	**4,314,753**	**6,448,782**	**1,872,751**	**7,099,968**	**1,560,740**

Don't miss the Market "In-Between"

The Youngstown Vindicator is the single dominant medium covering the 5-County market between Cleveland and Pittsburgh

- **More Consumers than the Metro area.**
- **More Consumers than TV's A.D.I.**
- **A retail Market worth over 3 Billion**

	METRO AREA (Mahoning and Trumbull Counties)	TV-A.D.I. (Mahoning, Trumbull, Lawrence and Mercer Counties) 5-4 '81	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Mercer Columbiana and Lawrence Co.)
Population	530,700	764,200	878,200
Households	188,700	271,800	312,200
EBI	$4,319,329,000	$5,885,827,000	$6,641,634,000
Retail Sales	2,259,878,000	3,173,335,000	3,568,910,000
Food Sales	527,643,000	759,810,000	867,815,000
Gen. Mdse. Sales	384,833,000	489,022,000	522,556,000
Automotive Sales	329,721,000	563,455,000	639,864,000

Source, 1981 Sales Management Survey of Buying Power

Anytime you are advertising in Eastern Ohio or Western Pennsylvania, make Youngstown Vindicator a must! It measures up in households coverage, higher quality households and is an important contributor to the economy of this region and the nation.

DAILY 102,319 SUNDAY 155,159

★ ABC Publishers Interim Statement, 3 months ending March 31, 1981

Represented by STORY and KELLY-SMITH, Inc.

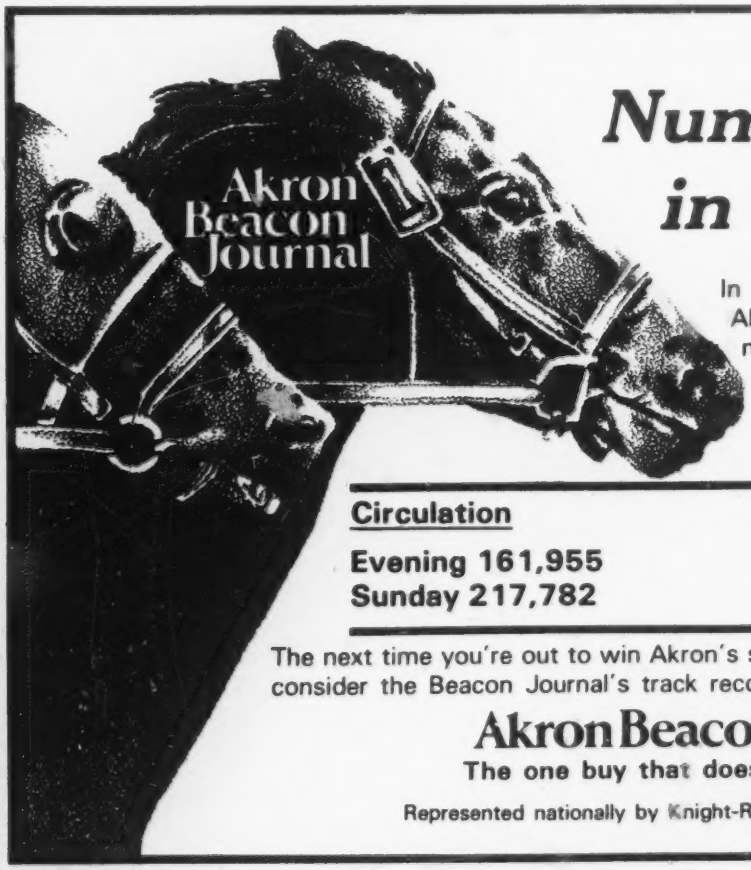
"The Peoples Paper" **Youngstown Vindicator** Youngstown, Ohio

OHIO

$ EFFECTIVE BUYING INCOME 1980

ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
AKRON	**5,222,150**	**20,461**	**4.2**	**11.7**	**33.6**	**34.4**	**.2890**
Portage	1,022,741	20,362	4.0	12.2	36.4	33.3	.0526
Summit	4,199,409	20,486	4.3	11.5	32.9	34.7	.2364
• Akron	1,844,751	18,335	5.2	13.2	31.7	28.6	.1083
Cuyahoga Falls	382,295	22,676	3.4	10.2	34.2	40.7	.0192
SUBURBAN TOTAL	3,377,399	21,681	3.6	10.7	34.8	38.0	.1807
CANTON	**3,162,166**	**20,407**	**4.0**	**11.3**	**35.1**	**33.5**	**.1784**
Carroll	160,512	17,528	4.8	14.2	35.2	23.8	.0093
Stark	3,002,654	20,577	4.0	11.1	35.1	34.1	.1691
• Canton	691,270	17,303	5.3	13.8	33.6	24.2	.0438
SUBURBAN TOTAL	2,471,896	21,451	3.5	10.4	35.6	36.7	.1346
CINCINNATI	**11,560,857**	**20,656**	**4.2**	**11.8**	**29.1**	**36.9**	**.6303**
Clermont	1,072,082	23,854	3.5	9.2	28.3	46.0	.0548
Hamilton	7,581,336	20,630	4.3	11.6	27.7	37.6	.4120
• Cincinnati	3,075,605	16,098	5.5	14.8	27.3	26.0	.1659
Warren	751,423	21,821	3.3	10.4	36.1	37.9	.0394
Dearborn, Ind.	*195,750*	*15,938*	*5.7*	*18.4*	*36.2*	*17.4*	*.0113*
Boone, Ky.	*371,723*	*22,964*	*2.9*	*10.1*	*31.9*	*42.7*	*.0270*
Campbell, Ky.	*564,512*	*18,065*	*5.2*	*14.3*	*33.7*	*26.7*	*.0308*
Kenton, Ky.	*1,024,031*	*19,237*	*4.6*	*13.2*	*30.0*	*32.8*	*.0550*
Covington	*330,287*	*14,964*	*6.6*	*16.3*	*28.5*	*21.3*	*.0212*
SUBURBAN TOTAL	8,485,252	22,555	3.6	10.4	30.0	42.0	.4644
CINCINNATI - HAMILTON CONSOLIDATED AREA	***13,671,863***	***20,831***	***4.1***	***11.6***	***29.5***	***37.3***	***.7392***
CLEVELAND	**17,107,999**	**22,303**	**3.7**	**10.2**	**29.2**	**41.5**	**.9083**
Cuyahoga	13,550,717	21,555	3.9	10.8	29.0	39.5	.7180
• Cleveland	3,834,774	15,901	5.6	15.0	31.6	21.3	.2086
Cleveland Heights	621,321	25,123	3.5	10.4	25.5	50.4	.0288
Euclid	589,672	22,894	3.3	11.0	32.9	42.3	.0307
Garfield Heights	280,370	22,722	3.1	9.6	34.8	41.2	.0145
Lakewood	639,994	20,542	4.7	12.7	31.1	36.2	.0307
Parma	834,102	24,662	2.5	7.1	31.9	48.7	.0468
Geauga	622,486	24,535	2.8	8.4	30.0	48.5	.0325
Lake	2,078,921	26,968	2.2	6.3	26.3	57.3	.1080
Medina	855,875	21,655	3.2	10.2	37.6	36.5	.0498
SUBURBAN TOTAL	13,273,225	25,264	2.8	8.0	28.0	50.9	.6997
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***24,432,266***	***21,717***	***3.8***	***10.5***	***30.9***	***39.3***	***1.3107***
COLUMBUS	**9,169,774**	**20,087**	**4.4**	**13.0**	**30.7**	**35.1**	**.5026**
Delaware	381,665	19,170	4.5	14.1	34.2	30.4	.0197
Fairfield	393,558	17,104	5.1	16.1	35.7	22.4	.0340
Franklin	7,698,628	20,722	4.3	12.3	29.9	37.2	.4214
• Columbus	4,511,916	18,051	5.3	14.3	30.8	28.9	.2571
Madison	213,760	18,086	4.9	16.1	33.2	27.1	.0119
Pickaway	282,163	17,980	4.9	15.4	33.1	27.3	.0156
SUBURBAN TOTAL	4,657,858	22,518	3.5	11.3	30.6	42.4	.2455
DAYTON	**6,939,228**	**21,015**	**3.8**	**11.8**	**32.3**	**37.0**	**.3723**
Greene	1,126,468	23,594	3.1	9.6	30.2	45.6	.0564
Miami	651,916	18,931	4.0	13.3	36.5	27.9	.0364
Montgomery	4,898,031	21,073	3.9	11.8	31.9	37.3	.2653
• Dayton	1,479,925	16,496	5.4	15.6	31.2	23.9	.0777
Kettering	645,813	25,016	2.7	8.6	30.4	50.1	.0338
Preble	262,813	18,607	4.6	14.7	34.6	27.9	.0142
SUBURBAN TOTAL	5,459,303	22,604	3.2	10.4	32.6	41.9	.2946
DAYTON - SPRINGFIELD CONSOLIDATED AREA	***8,224,426***	***20,447***	***4.0***	***12.2***	***33.0***	***35.0***	***.4444***
HAMILTON - MIDDLETOWN	**2,111,006**	**21,737**	**3.8**	**10.6**	**30.8**	**39.3**	**.1089**
Butler	2,111,006	21,737	3.8	10.6	30.8	39.3	.1089
• Hamilton	509,237	19,610	4.7	11.3	30.9	32.7	.0288
• Middletown	392,235	20,930	3.7	11.8	29.2	38.1	.0221



Number One in the Nation!

In the race for household penetration the Akron Beacon Journal finished first in the nation in 1980 among newspapers with **City Zones of 500,000 population or more.**

Circulation	City Zone Penetration
Evening 161,955	73 %
Sunday 217,782	85 %

The next time you're out to win Akron's share of the lucrative N.E. Ohio market, consider the Beacon Journal's track record and put your money on a winner!

Akron Beacon Journal

The one buy that does it all in Akron!

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

OHIO (cont.) S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	1,209,534	22,998	3.3	9.8	31.4	42.9	.0580
LIMA	**1,619,140**	**19,795**	**4.2**	**12.2**	**32.7**	**32.9**	**.0911**
Allen	873,755	19,866	4.3	12.6	31.6	34.1	.0509
• Lima	348,517	17,451	5.1	14.9	31.5	27.0	.0201
Auglaize	307,457	20,067	3.8	11.3	35.1	32.0	.0167
Putnam	216,610	19,628	3.9	13.2	33.8	31.9	.0116
Van Wert	221,318	19,323	4.6	11.0	33.0	30.7	.0119
SUBURBAN TOTAL	1,270,623	20,475	3.9	11.4	33.2	34.7	.0710
LORAIN - ELYRIA	**2,102,117**	**21,075**	**3.2**	**10.2**	**38.2**	**34.5**	**.1134**
Lorain	2,102,117	21,075	3.2	10.2	38.2	34.5	.1134
• Elyria	452,256	20,860	3.6	11.2	35.9	34.6	.0263
• Lorain	539,695	19,187	3.9	12.1	40.0	27.1	.0280
SUBURBAN TOTAL	1,110,166	22,279	2.7	8.7	38.0	38.8	.0591
MANSFIELD	**959,678**	**19,020**	**4.5**	**13.1**	**35.4**	**29.0**	**.0567**
Richland	959,678	19,020	4.5	13.1	35.4	29.0	.0567

S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• Mansfield	391,636	16,573	5.6	14.8	31.1	24.2	.0275
SUBURBAN TOTAL	568,042	20,621	3.5	11.9	38.6	32.9	.0292
NEWARK	**781,365**	**17,175**	**4.7**	**15.2**	**37.7**	**21.2**	**.0449**
Licking	781,365	17,175	4.7	15.2	37.7	21.2	.0449
• Newark	271,153	15,515	5.9	15.8	34.4	17.5	.0172
SUBURBAN TOTAL	510,212	18,060	4.0	14.9	39.6	23.5	.0277
PARKERSBURG - MARIETTA	**1,222,883**	**19,120**	**4.3**	**12.4**	**31.1**	**31.7**	**.0723**
Washington	432,374	17,330	4.5	15.2	33.1	24.9	.0256
• Marietta	121,447	16,549	4.9	15.2	27.3	27.7	.0094
Wirt, W. Va.	*23,771*	*11,280*	*7.6*	*15.3*	*26.6*	*12.5*	*.0014*
Wood, W. Va.	*766,738*	*20,718*	*4.1*	*10.4*	*30.1*	*37.1*	*.0453*
• *Parkersburg*	*345,677*	*19,738*	*4.9*	*11.4*	*28.2*	*35.1*	*.0237*
SUBURBAN TOTAL	755,759	19,247	4.0	12.4	33.1	30.8	.0392
SPRINGFIELD	**1,285,198**	**18,175**	**4.8**	**14.0**	**36.2**	**25.8**	**.0721**
Champaign	226,825	17,716	4.8	15.0	35.2	25.0	.0123

Cincinnati Daily Newspapers
More Than 1,000,000 Adult Readers.

The unduplicated net reach of the two Cincinnati daily newspapers increases from 58.8% with one issue to 76.9% over five issues of the newspapers. This is an audience increase of 242,200 adults.*

With five issues of Cincinnati's daily newspapers, advertisers achieve an unduplicated net reach of nearly 8 out of 10 adults, with an average frequency of 3.8.

CINCINNATI DAILY NEWSPAPERS*			
Number of issues	One	Two	Five
Adult Readers	790,100	911,800	1,032,300
Unduplicated Net Reach	58.8%	67.9%	76.9%
Average Frequency	(1.0)	(1.7)	(3.8)
TOTAL ADULTS IN A.D.I.			1,343,200

Among adults with high incomes ($35,000), net reach climbs to 86.4% with five issues. Cincinnati daily newspapers reach more of your prime prospects.

COMBINATION ADVERTISING RATES

ADVERTISERS WHO USE BOTH DAILY NEWSPAPERS FOR THE SAME AD WILL EARN A FIFTEEN PERCENT DISCOUNT ON EACH AD... BEST MEDIA BUY IN CINCINNATI.

*Source: 1980 Three Sigma Syndicated Newspaper Study

The Enquirer and The Post

617 Vine St., Cincinnati, Ohio 45202 (513) 721-2700

GANNETT NEWSPAPER ADVERTISING SALES. MEMBER METROPOLITAN SUNDAY NEWSPAPERS, INC. — REPRESENTING SUNDAY AND METRO COMICS.

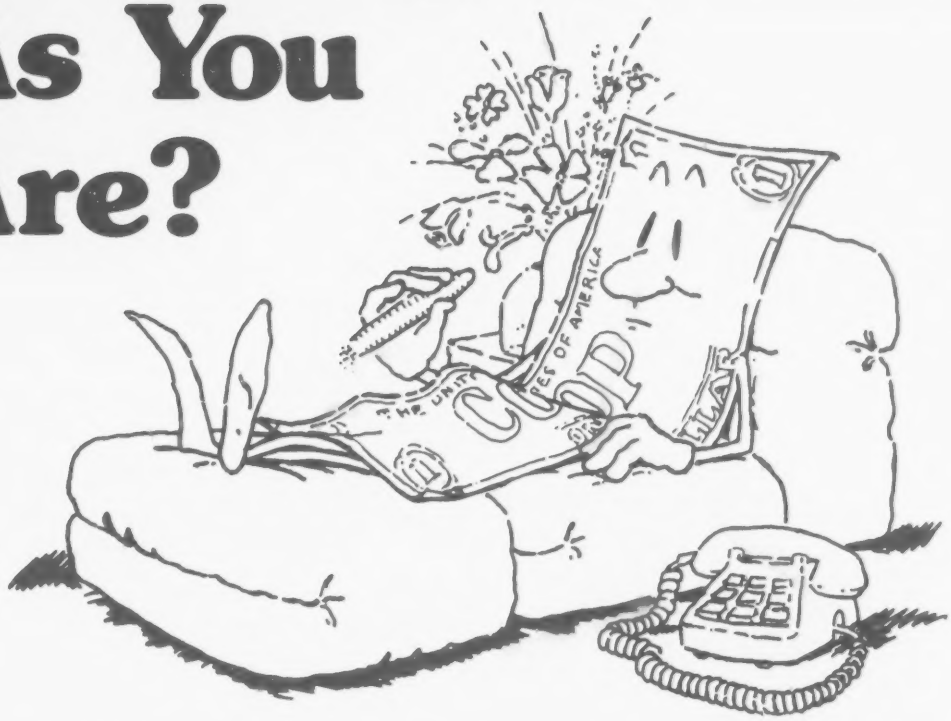
OHIO (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Clark	1,058,373	18,275	4.8	13.8	36.5	25.9	.0598
• Springfield	489,841	16,294	5.6	15.3	33.7	20.9	.0274
SUBURBAN TOTAL	795,357	19,455	4.2	13.2	37.9	29.5	.0447
STEUBENVILLE - WEIRTON	**1,344,631**	**22,250**	**4.0**	**10.0**	**29.2**	**40.8**	**.0693**
Jefferson	731,336	21,378	4.3	10.3	29.9	37.5	.0392
• Steubenville	228,520	20,086	5.0	10.8	25.3	35.9	.0155
Brooke, W. Va.	*262,453*	*23,386*	*3.8*	*9.5*	*28.0*	*44.9*	*.0123*
Hancock, W. Va.	*350,842*	*23,578*	*3.7*	*9.5*	*28.6*	*45.2*	*.0178*
• *Weirton*	*224,813*	*24,246*	*3.3*	*8.0*	*29.1*	*47.3*	*.0130*
SUBURBAN TOTAL	891,298	22,239	4.0	10.2	30.3	40.6	.0408
TOLEDO	**6,784,665**	**21,971**	**3.9**	**10.0**	**29.3**	**40.4**	**.3622**
Fulton	274,804	20,444	4.5	11.5	32.9	34.6	.0151
Lucas	4,242,981	21,883	4.0	10.1	28.2	40.6	.2281
• Toledo	3,068,563	20,744	4.3	10.8	28.8	37.3	.1619
Ottawa	302,814	20,138	4.2	11.4	32.2	34.4	.0162
Wood	861,380	21,127	4.5	10.8	31.7	36.6	.0474
Monroe, Mich.	*1,102,686*	*23,950*	*3.0*	*8.1*	*29.9*	*46.3*	*.0554*
SUBURBAN TOTAL	3,716,102	22,982	3.6	9.3	29.8	43.2	.2003
YOUNGSTOWN - WARREN	**4,319,329**	**21,347**	**3.5**	**9.6**	**34.2**	**37.2**	**.2357**
Mahoning	2,274,222	20,411	3.8	9.9	35.1	33.9	.1253
• Youngstown	812,513	17,527	4.9	12.1	34.4	24.8	.0448
Trumbull	2,045,107	22,508	3.1	9.4	33.0	41.4	.1104
• Warren	490,892	21,550	3.9	9.9	29.8	39.5	.0254
SUBURBAN TOTAL	3,015,924	22,568	2.9	8.8	34.8	41.2	.1655
OTHER COUNTIES							
Adams	99,657	9,689	7.9	18.6	20.1	10.1	.0073
Ashland	328,831	18,667	4.9	14.3	33.6	29.3	.0179
Ashtabula	709,302	18,500	4.5	13.6	36.4	26.0	.0390
Athens	342,550	14,610	7.0	16.5	28.9	19.8	.0197
☐ Belmont	561,796	17,260	5.2	13.8	33.5	24.2	.0320
Brown	158,337	12,951	6.8	19.0	30.4	11.3	.0093
Clinton	234,459	17,410	4.7	14.1	32.8	25.6	.0138
Columbiana	755,807	17,186	5.0	15.2	36.1	22.2	.0432
Coshocton	234,196	16,611	5.2	15.1	32.8	22.9	.0130
Crawford	356,083	18,325	4.0	14.1	35.5	26.7	.0197
Darke	385,073	18,902	4.9	12.2	32.8	30.3	.0212
Defiance	291,989	20,499	3.4	11.1	32.4	34.8	.0170
Erie	596,489	20,180	3.7	10.9	35.2	32.6	.0346

ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Fayette	174,870	15,505	6.0	18.3	27.9	23.6	.0107
Gallia	153,474	12,156	6.6	17.5	26.0	13.7	.0102
Guernsey	264,001	15,290	6.2	15.3	29.1	21.8	.0160
Hancock	563,958	22,189	4.0	11.1	28.2	41.3	.0304
Hardin	185,771	15,080	5.7	15.6	32.5	17.8	.0109
Harrison	105,852	16,344	5.1	14.0	35.8	19.0	.0057
Henry	190,335	18,222	4.3	14.9	34.3	26.0	.0102
Highland	172,230	12,201	7.1	19.4	27.0	12.7	.0113
Hocking	132,946	13,956	6.0	18.7	31.6	14.4	.0082
Holmes	148,540	15,628	6.0	17.4	29.5	22.8	.0090
Huron	377,660	18,918	5.2	11.7	35.7	27.9	.0218
Jackson	143,316	11,489	7.2	19.2	26.3	10.0	.0097
Knox	278,180	15,455	5.4	17.9	34.9	17.1	.0158
☐ Lawrence	339,514	13,711	6.1	18.2	31.8	13.1	.0215
Logan	264,185	16,254	5.4	14.8	31.1	23.1	.0152
Marion	479,612	18,798	4.2	13.4	36.1	28.0	.0280
Meigs	113,716	11,768	7.7	16.0	28.9	10.3	.0074
Mercer	257,952	19,468	4.1	12.4	34.4	31.0	.0146
Monroe	95,940	14,671	5.5	14.9	31.9	17.2	.0057
Morgan	87,388	15,612	5.9	15.9	30.7	21.1	.0044
Morrow	152,152	16,015	4.6	17.6	36.5	18.1	.0085
Muskingum	580,852	17,890	5.3	13.0	30.8	28.1	.0328
Noble	53,830	11,690	6.3	19.8	26.7	10.5	.0036
Paulding	130,034	17,975	3.9	12.7	36.2	24.7	.0069
Perry	158,940	13,950	5.6	17.3	32.2	13.9	.0092
Pike	110,668	11,707	7.5	16.4	26.6	12.9	.0072
Ross	381,888	15,786	5.1	15.9	34.9	17.8	.0242
Sandusky	430,335	18,623	4.0	13.4	34.7	28.1	.0248
Scioto	441,163	13,073	7.3	16.6	29.7	13.9	.0292
Seneca	451,144	20,118	3.6	10.9	33.7	33.4	.0235
Shelby	272,018	17,686	4.5	16.5	36.4	23.8	.0155
Tuscarawas	529,834	16,371	4.9	15.8	36.1	19.4	.0318
Union	185,870	16,007	5.6	17.4	33.9	20.4	.0101
Vinton	51,862	11,384	7.1	20.5	25.4	9.3	.0030
Wayne	735,433	20,261	4.0	12.1	34.4	34.0	.0398
Williams	270,594	19,604	4.2	11.5	31.8	32.7	.0144
Wyandot	151,397	18,000	5.4	14.9	32.5	27.0	.0082
TOTAL METRO COUNTIES	**71,931,990**	**20,871**	**4.0**	**11.4**	**31.3**	**36.8**	**3.9047**
TOTAL STATE	**85,702,703**	**20,076**	**4.2**	**12.0**	**31.6**	**34.3**	**4.6983**

OKLAHOMA

OKLA. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ENID	**63.4**	**.0278**	**31.0**	**12.8**	**15.8**	**15.6**	**28.1**	**24.3**	**333,167**	**65,496**	**27,743**	**31,826**	**17,687**	**78,625**	**15,805**
Garfield	63.4	0278	31.0	12.8	15.8	15.6	28.1	24.3	333,167	65,496	27,743	31,826	17,687	78,625	15,805
• Enid	50.9	0223	30.7	12.9	15.8	16.3	26.8	19.9	319,841	62,051	27,302	31,626	17,562	75,907	14,724
SUBURBAN TOTAL	12.5	.0055	32.4	12.6	15.9	12.6	33.3	4.4	13,326	3,445	441	200	125	2,718	1,081
LAWTON	**112.9**	**.0494**	**23.1**	**27.1**	**16.2**	**12.9**	**13.4**	**35.6**	**399,396**	**86,689**	**29,876**	**57,031**	**24,477**	**100,850**	**6,393**
Comanche	112.9	.0494	23.1	27.1	16.2	12.9	13.4	35.6	399,396	86,689	29,876	57,031	24,477	100,850	6,393
• Lawton	80.6	.0353	23.9	18.4	17.9	13.8	15.3	29.7	373,598	72,630	28,029	56,986	23,916	98,933	6,205
SUBURBAN TOTAL	32.3	.0141	22.3	48.7	11.9	10.7	8.7	5.9	25,798	14,059	1,847	45	561	1,917	188
OKLAHOMA CITY	**843.7**	**.3693**	**28.4**	**14.2**	**17.6**	**16.9**	**21.4**	**318.8**	**4,463,795**	**894,636**	**392,480**	**578,298**	**236,174**	**1,071,938**	**95,029**
Canadian	58.4	.0256	29.6	10.8	17.4	17.1	23.6	19.4	236,420	52,823	12,542	13,529	4,815	106,595	3,379
Cleveland	137.0	.0600	25.6	21.9	20.6	14.9	15.6	47.6	421,942	83,309	42,042	54,192	21,649	116,913	10,023
Norman	68.5	0300	24.8	28.5	19.1	13.2	17.0	24.5	319,153	52,083	30,600	45,587	16,756	93,078	8,318
McClain	20.8	.0091	32.9	9.4	15.6	17.1	29.6	7.2	64,472	20,982	3,910	5,221	424	20,776	1,141
Oklahoma	571.3	.2500	28.5	13.1	17.4	17.4	21.3	224.1	3,524,025	680,956	311,486	469,556	201,478	797,374	75,408
Midwest City	49.6	0217	26.5	13.2	17.1	19.4	16.1	17.9	290,670	89,547	17,987	31,447	3,859	98,046	4,807
• Oklahoma City	405.5	.1775	29.3	12.6	16.9	16.7	23.6	164.0	2,631,926	452,949	242,796	392,089	177,284	539,013	45,563
Pottawatomie	56.2	.0246	33.4	11.6	14.1	16.2	31.5	20.5	216,936	56,566	22,500	35,800	7,808	30,280	5,078
SUBURBAN TOTAL	438.2	.1918	27.6	15.6	18.4	17.0	19.4	154.8	1,831,869	441,687	149,684	186,209	58,890	532,925	49,466
TULSA	**699.6**	**.3061**	**30.5**	**11.9**	**17.8**	**17.8**	**24.2**	**264.2**	**3,433,899**	**725,171**	**238,832**	**468,203**	**176,004**	**805,938**	**66,555**
Creek	60.2	.0263	31.6	10.7	16.6	16.5	27.9	21.4	169,715	57,696	9,804	15,394	3,899	37,634	4,005
Mayes	32.9	.0144	33.1	9.5	14.6	16.1	31.1	11.9	127,125	38,466	7,862	8,151	3,067	30,591	3,327
Osage	40.0	.0175	34.6	9.7	15.0	17.2	32.2	14.7	69,547	22,048	3,294	2,002	2,664	17,276	2,414
Rogers	47.8	.0209	31.1	10.2	17.5	18.2	25.0	16.2	148,324	33,726	9,059	11,325	3,209	39,873	910
Tulsa	475.4	.2081	29.9	12.7	18.4	18.3	22.3	185.7	2,868,597	554,436	205,962	425,720	161,552	673,207	54,721
• Tulsa	361.8	.1583	30.2	12.6	18.3	18.2	23.1	147.0	2,466,240	441,472	186,083	382,277	148,680	565,435	48,082

Is Your Co-op Dollar Working As Hard As You Are?



You're a multi-million dollar company and you've set aside quite a bit of money for an aggressive co-op program but nothing is happening. Why?

One reason may be that the communication link between your distributor and the media representative needs improvement.

The sales staff of the Tulsa World and The Tulsa Tribune are trained to provide professional assistance in producing co-op advertising programs to benefit both the retailer and the manufacturer.

To find out how easy you can effectively put your co-op dollars to work in reaching 70% of the 445,000 adults in the Tulsa SMSA*, call Steve Bright, manager, Co-op Advertising, (918) 583-2161. Make your newspaper co-op dollar work for you in the terrific Tulsa market.

Member NACON

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Agent For

TULSA WORLD ★ The Tulsa Tribune

Two independent and separately owned newspapers represented nationally by Branham

OKLA. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Wagoner	43.3	.0189	30.8	10.8	17.6	16.1	26.5	14.3	50,591	18,799	2,851	5,611	1,613	7,357	1,178
SUBURBAN TOTAL	337.8	.1478	30.9	11.1	17.2	17.4	25.5	117.2	967,659	283,699	52,749	85,926	27,324	240,503	18,473
OTHER COUNTIES															
Adair	18.8	.0082	30.9	10.6	13.3	14.6	29.9	6.2	41,667	15,400	641	2,743	1,147	8,300	1,266
Alfalfa	7.1	.0031	43.5	6.4	11.5	15.3	43.4	2.9	18,389	4,615	1,076	163	374	2,391	542
Atoka	12.8	.0056	33.3	10.2	15.1	15.9	31.5	4.4	36,170	11,331	1,777	5,099	633	6,049	1,235
Beaver	6.9	.0030	34.8	8.2	15.2	18.1	31.6	2.6	13,572	3,893	1,061		73	2,470	521
Beckham	19.5	.0086	39.3	9.2	11.5	14.9	39.3	7.6	110,002	29,100	8,917	11,965	2,356	17,485	3,368
Blaine	13.6	.0059	35.4	8.6	13.5	14.9	35.6	5.2	45,499	12,108	2,430	867	1,223	7,392	1,987
Bryan	30.9	.0135	33.0	15.3	12.8	14.2	33.2	11.8	87,842	20,175	5,781	8,982	3,857	20,931	2,060
Caddo	31.0	.0136	33.4	9.7	13.4	14.9	33.0	11.2	100,728	27,343	4,410	8,174	4,444	24,993	3,049
Carter	44.0	.0192	34.1	9.4	13.5	16.7	32.1	16.5	196,279	52,778	14,436	23,503	8,823	36,850	4,170
Cherokee	31.3	.0137	27.6	19.0	13.9	13.5	26.2	10.9	89,185	28,364	10,097	9,802	1,806	11,450	2,236
Choctaw	17.4	.0076	35.9	9.2	11.6	14.1	36.8	6.4	52,024	15,567	2,128	3,622	790	15,922	1,604
Cimarron	3.6	.0016	33.3	7.8	15.6	19.2	28.2	1.4	12,729	2,914	1,063	139	334	2,819	215
Coal	6.1	.0026	37.6	9.3	10.6	15.4	37.2	2.3	8,375	3,197	303	2,064	37	1,213	268
Cotton	7.4	.0033	38.0	8.9	13.7	14.6	38.2	2.9	23,526	7,670	1,303	948	463	8,084	367
Craig	15.1	.0066	37.5	9.3	13.8	16.4	36.3	5.5	65,944	13,833	5,157	7,148	1,627	14,810	2,263
Custer	26.2	.0115	27.3	22.7	13.1	13.3	26.6	9.6	127,661	34,370	8,535	10,170	6,113	30,211	4,267
Delaware	24.4	.0107	36.6	9.0	12.7	14.9	36.7	9.0	60,986	16,343	4,642	7,261	2,526	11,959	1,857
Dewey	6.0	.0026	39.1	7.5	13.2	15.2	39.0	2.3	11,963	3,604	898	441	122	2,452	84
Ellis	5.6	.0024	39.2	7.4	12.7	14.6	39.4	2.2	19,265	4,208	676	161	262	7,101	566
Garvin	28.1	.0123	36.3	9.1	12.9	16.1	35.3	10.7	92,649	23,931	5,803	6,815	2,977	21,719	2,660
Grady	40.3	.0176	33.4	10.6	14.5	15.2	32.5	14.6	137,877	29,788	10,439	15,106	4,449	31,779	3,154
Grant	6.5	.0029	43.7	6.0	11.7	16.4	43.1	2.7	15,291	4,120	1,412	207	413	4,947	596
Greer	6.8	.0030	40.8	12.9	11.1	13.9	41.4	2.8	25,454	9,171	804	810	1,164	4,459	667
Harmon	4.5	.0019	40.5	7.9	11.2	13.7	41.3	1.8	11,965	4,220	328	275	232	2,288	955
Harper	4.7	.0021	36.4	8.5	13.6	19.5	32.4	1.9	13,862	4,104	763	132	184	2,306	579
Haskell	11.1	.0048	35.1	9.8	13.4	15.8	34.3	4.3	30,650	9,804	804	1,306	1,151	9,204	1,026
Hughes	14.4	.0063	40.9	8.6	11.4	15.1	40.8	5.6	37,687	12,311	1,996	876	614	8,456	1,191
Jackson	30.3	.0133	26.7	15.5	16.4	15.7	20.7	10.6	124,999	27,032	8,372	11,636	5,731	34,372	5,067
Jefferson	8.3	.0036	41.8	8.3	11.2	14.4	42.2	3.2	26,612	7,928	2,889	230	550	4,141	821
Johnston	10.6	.0047	35.2	12.4	11.3	13.4	36.7	3.9	19,545	7,720	747		211	2,952	1,137
Kay	49.9	.0218	34.1	10.8	14.9	17.0	31.5	19.6	238,286	60,970	16,991	25,287	12,096	48,934	7,085
Kingfisher	14.3	.0063	33.3	9.0	15.3	16.9	30.5	5.2	67,730	16,198	2,210	5,561	564	25,140	2,712
Kiowa	12.7	.0055	40.1	7.8	12.1	14.7	40.4	5.1	44,357	10,398	1,312	3,178	1,001	15,049	2,365
Latimer	9.9	.0044	31.9	15.4	12.8	15.0	31.1	3.5	20,049	10,560	541	1,063	72	2,365	514
☐ Le Flore	41.3	.0180	33.1	10.1	14.1	15.1	32.3	14.8	99,245	38,255	4,515	6,712	2,564	21,395	4,549
Lincoln	27.1	.0119	35.6	8.9	13.9	16.0	34.7	9.9	70,724	15,331	3,443	1,528	2,702	16,709	1,622
Logan	27.5	.0120	33.5	12.4	13.4	14.3	33.7	9.6	63,064	17,432	5,147	7,443	956	15,682	1,689
Love	7.6	.0034	35.4	9.8	12.9	14.6	35.8	2.9	14,283	5,492	868	321	602	460	272
McCurtain	36.6	.0160	30.6	9.6	13.9	14.5	29.4	12.6	111,927	32,522	5,745	13,419	2,541	31,275	3,022
McIntosh	15.7	.0068	37.2	9.5	12.4	15.1	37.1	6.1	50,555	16,373	2,097	733	1,603	12,133	1,052
Major	8.9	.0039	36.2	8.2	14.0	16.4	34.8	3.3	38,526	7,228	1,860	1,206	32	14,728	1,289
Marshall	10.8	.0048	42.1	8.3	11.4	14.8	42.1	4.3	38,726	13,180	2,511	2,654	463	10,317	1,180
Murray	12.3	.0053	38.4	8.5	13.4	15.4	38.1	4.6	48,278	15,787	2,553	2,533	1,191	13,651	413
Muskogee	67.6	.0296	32.7	11.3	13.8	15.6	31.3	25.1	307,715	83,032	22,292	38,065	12,740	65,234	4,867
Noble	11.7	.0052	35.6	9.4	14.7	16.0	34.6	4.4	47,684	9,332	3,148	2,522	525	9,073	1,132
Nowata	11.6	.0050	37.5	8.8	13.9	16.0	36.7	4.4	26,247	7,424	1,186	571	855	5,964	1,015
Okfuskee	11.1	.0049	36.4	7.8	12.3	15.0	36.4	4.2	21,230	7,192	537	524	587	3,134	847
Okmulgee	39.4	.0173	33.9	12.4	12.7	15.0	33.7	14.5	138,758	36,172	9,740	19,402	2,830	22,966	3,127
Ottawa	33.1	.0144	32.5	14.2	13.6	16.7	29.9	12.4	120,663	20,598	7,403	13,950	2,991	32,997	3,729
Pawnee	15.6	.0069	37.3	8.8	13.0	15.7	36.6	5.9	44,845	13,928	2,455	2,216	1,387	11,394	1,788
Payne	63.2	.0276	24.2	33.4	14.7	11.1	20.3	22.6	209,909	49,095	20,740	27,594	9,691	31,118	4,012
Pittsburg	40.7	.0178	33.9	10.4	15.8	16.6	31.6	15.2	138,684	35,586	8,165	23,095	6,225	26,503	2,144
Pontotoc	32.9	.0144	33.1	15.1	12.9	15.0	32.6	12.4	146,634	43,395	9,019	14,028	5,707	31,386	2,757
Pushmataha	12.0	.0053	37.1	7.8	12.7	15.0	37.0	4.5	32,283	9,632	1,807	906	778	11,450	373
Roger Mills	4.8	.0021	39.5	7.2	12.7	16.2	38.7	1.8	9,972	863	334	206	280	4,789	553
Seminole	27.7	.0121	36.3	9.4	12.7	15.2	36.1	10.3	81,381	24,454	5,471	7,370	2,208	18,307	2,341
☐ Sequoyah	31.3	.0137	30.3	10.6	16.2	15.8	26.5	10.7	86,086	27,511	7,248	8,900	1,877	17,271	642
Stephens	44.0	.0193	35.0	9.8	14.0	17.9	32.1	16.8	213,462	51,736	9,048	23,695	7,233	66,895	5,825
Texas	17.8	.0078	28.1	15.0	15.9	16.1	22.9	6.4	66,235	21,592	4,517	5,741	2,497	12,260	3,024
Tillman	12.4	.0054	35.5	9.1	13.1	14.4	36.1	4.7	33,454	10,205	1,405	1,796	1,457	8,225	790
Washington	48.6	.0213	33.3	9.5	16.5	19.9	27.4	19.1	350,615	67,760	30,924	55,293	22,958	60,792	5,168
Washita	13.9	.0061	37.5	10.0	12.8	16.4	36.3	5.2	30,423	9,147	1,409	1,327	1,782	7,192	1,799
Woods	10.9	.0047	34.3	18.1	12.5	14.7	34.4	4.4	46,803	12,942	2,947	3,806	4,459	9,127	1,344
Woodward	21.7	.0095	32.0	9.3	16.5	16.9	28.1	7.8	141,373	36,508	6,450	17,623	6,906	23,564	2,516
TOTAL METRO COUNTIES	1,792.2	.7843	29.0	13.9	17.4	16.9	22.6	668.4	8,815,588	1,837,758	700,694	1,150,970	458,783	2,096,017	188,973
TOTAL STATE	3,059.5	1.3389	30.5	13.2	15.9	16.3	26.6	1,140.2	13,488,260	3,056,864	1,004,657	1,616,271	631,408	3,124,335	311,117

Need to know more? Go deeper? Develop a finer analysis?
The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

OKLA. ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ENID	**481,872**	**17,133**	**5.5**	**13.5**	**28.9**	**27.5**	**.0293**
Garfield	481,872	17,133	5.5	13.5	28.9	27.5	.0293
• Enid	396,032	17,142	5.5	14.0	29.6	27.2	.0253
SUBURBAN TOTAL	85,840	17,083	5.5	11.1	25.5	29.4	.0040
LAWTON	**837,483**	**17,001**	**5.9**	**17.1**	**30.5**	**27.0**	**.0454**
Comanche	837,483	17,001	5.9	17.1	30.5	27.0	.0454
• Lawton	575,681	16,777	6.2	17.7	29.5	26.9	.0345
SUBURBAN TOTAL	261,802	17,827	4.4	14.3	35.7	27.0	.0109
OKLAHOMA CITY	**7,876,687**	**21,195**	**4.6**	**11.5**	**25.7**	**40.3**	**.4298**
Canadian	440,163	19,992	5.0	12.6	26.6	37.0	.0246
Cleveland	1,115,659	20,047	4.8	12.8	28.3	35.9	.0560
Norman	576,570	18,621	5.8	14.4	25.2	34.7	.0318
McClain	110,599	13,229	7.0	18.0	27.7	15.5	.0069
Oklahoma	5,846,060	22,554	4.2	10.8	25.1	43.9	.3206
Midwest City	478,668	24,430	2.9	9.5	29.9	48.4	.0266
• Oklahoma City	4,069,367	20,962	4.8	11.8	24.6	40.3	.2294
Pottawatomie	364,206	14,409	6.1	13.6	24.8	23.6	.0217
SUBURBAN TOTAL	3,807,320	21,415	4.3	11.4	26.8	40.4	.2004
TULSA	**6,002,476**	**19,938**	**4.7**	**12.0**	**27.7**	**35.7**	**.3334**
Creek	397,171	16,103	5.7	13.6	28.4	24.9	.0216
Mayes	192,609	13,365	6.4	14.3	25.6	19.4	.0123
Osage	284,768	16,762	5.4	13.5	28.7	26.6	.0134
Rogers	292,102	16,322	5.4	13.7	29.3	24.9	.0168
Tulsa	4,583,564	21,767	4.3	11.3	27.2	40.8	.2570
• Tulsa	3,741,440	22,135	4.4	11.2	26.0	42.2	.2114
Wagoner	252,262	15,696	5.2	13.3	29.5	22.6	.0123
SUBURBAN TOTAL	2,261,036	17,505	5.1	13.0	29.6	27.7	.1220
OTHER COUNTIES							
Adair	76,194	8,852	9.0	15.7	19.2	10.4	.0051
Alfalfa	50,612	13,596	7.4	18.8	22.3	22.8	.0026
Atoka	70,098	10,819	8.6	14.9	20.8	17.0	.0042
Beaver	46,082	15,824	6.3	15.8	29.6	23.2	.0022
Beckham	117,599	12,005	6.8	12.9	24.1	18.3	.0085
Blaine	87,695	14,129	6.5	16.1	27.2	20.0	.0050
Bryan	190,160	11,974	8.0	15.8	22.6	18.3	.0106
Caddo	177,154	12,903	8.1	17.1	26.2	16.9	.0107
Carter	338,405	16,354	5.7	12.8	21.3	31.9	.0194
Cherokee	189,022	12,224	9.0	18.1	21.5	19.8	.0106
Choctaw	94,400	9,722	8.4	13.1	18.7	17.2	.0057
Cimarron	31,428	18,310	6.0	15.9	28.9	32.3	.0016
Coal	30,495	9,385	7.8	14.6	21.7	11.7	.0015
Cotton	63,692	17,200	7.0	12.2	20.6	34.3	.0032
Craig	111,600	15,331	7.4	14.7	23.7	27.2	.0063
Custer	202,458	16,579	6.4	14.3	24.3	29.8	.0118
Delaware	133,220	10,669	9.6	17.0	20.7	15.3	.0076
Dewey	53,435	19,922	4.1	12.6	21.4	38.6	.0025
Ellis	36,574	14,133	6.1	15.6	28.9	18.2	.0020
Garvin	184,861	13,791	7.0	15.3	25.3	21.4	.0104
Grady	249,800	13,679	6.3	15.1	24.0	21.9	.0147
Grant	43,471	13,812	7.0	14.8	28.0	17.9	.0023
Greer	49,220	12,791	8.0	15.8	20.9	22.9	.0027
Harmon	31,248	12,382	8.2	17.8	21.2	19.2	.0015
Harper	34,200	15,271	6.7	17.2	27.0	23.7	.0019
Haskell	66,102	12,206	9.6	18.5	23.1	17.5	.0037
Hughes	86,433	11,122	8.1	13.6	21.9	17.8	.0049
Jackson	186,369	14,485	6.5	17.5	29.2	18.9	.0116
Jefferson	40,067	8,216	7.2	14.6	19.4	9.7	.0027
Johnston	47,398	8,538	10.0	16.8	16.8	9.3	.0028
Kay	387,287	16,718	5.3	14.7	27.0	28.1	.0225
Kingfisher	133,962	22,233	4.1	10.7	23.1	43.2	.0070
Kiowa	83,022	12,503	8.1	15.4	23.1	20.1	.0048
Latimer	47,593	9,963	8.7	16.4	21.2	12.2	.0028
□ Le Flore	208,009	10,787	8.2	17.2	21.5	14.1	.0124
Lincoln	174,523	14,543	6.1	13.8	25.5	23.2	.0094
Logan	126,816	10,638	7.3	17.3	24.7	10.2	.0078
Love	43,752	12,887	6.6	12.9	26.2	17.4	.0024
McCurtain	200,507	11,806	7.8	15.4	21.9	18.7	.0122
McIntosh	79,244	9,739	9.7	17.8	19.8	11.2	.0050
Major	52,189	12,911	9.1	16.6	27.2	16.8	.0034
Marshall	77,533	14,041	8.6	15.1	24.3	23.0	.0043
Murray	86,572	14,486	8.7	12.2	21.3	27.5	.0048
Muskogee	459,793	14,448	6.5	14.0	23.4	25.2	.0281
Noble	91,735	16,720	6.3	13.5	25.6	28.9	.0051
Nowata	79,064	14,367	7.3	15.4	24.4	23.9	.0040
Okfuskee	56,166	10,201	7.9	17.2	20.8	12.8	.0033
Okmulgee	203,317	10,432	7.3	14.7	24.2	12.4	.0133
Ottawa	210,752	14,104	6.6	13.8	24.9	22.6	.0125
Pawnee	87,439	11,736	7.5	16.3	25.4	14.2	.0053
Payne	399,065	13,182	8.2	16.4	24.5	19.9	.0230
Pittsburg	274,534	15,153	5.8	13.6	26.9	23.6	.0154
Pontotoc	237,784	14,612	6.4	14.2	24.5	24.4	.0140
Pushmataha	50,038	7,801	9.0	16.3	15.7	7.8	.0034
Roger Mills	49,689	18,707	5.4	15.7	28.7	31.2	.0021
Seminole	129,211	10,271	8.4	18.0	23.4	9.6	.0086
□ Sequoyah	132,486	10,583	7.6	20.7	22.4	9.4	.0090
Stephens	312,710	16,079	6.0	15.3	27.8	25.3	.0191
Texas	167,203	22,687	4.4	9.9	25.0	44.3	.0083
Tillman	85,352	14,175	8.0	15.2	24.0	23.9	.0045
Washington	424,886	19,737	4.1	11.8	27.7	36.1	.0268
Washita	78,661	11,541	8.5	19.6	23.5	13.6	.0045
Woods	96,845	17,295	6.0	12.5	25.9	31.0	.0049
Woodward	182,389	20,738	4.6	10.9	26.1	38.6	.0114
TOTAL METRO COUNTIES	**15,539,013**	**19,804**	**4.9**	**12.3**	**26.7**	**36.2**	**.8593**
TOTAL STATE	**23,828,138**	**17,259**	**5.7**	**13.4**	**25.7**	**30.4**	**1.3436**

OREGON

ORE. ESTIMATES — POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
EUGENE - SPRINGFIELD	**279.9**	**.1225**	**28.6**	**15.8**	**20.3**	**15.9**	**21.2**	**106.8**
Lane	279.9	.1225	28.6	15.8	20.3	15.9	21.2	106.8
• Eugene	108.0	.0473	27.4	22.9	20.1	14.4	20.4	43.6
• Springfield	42.4	.0186	28.0	14.8	21.9	13.7	21.0	16.7
SUBURBAN TOTAL	129.5	.0566	29.8	10.3	19.7	17.8	22.0	46.5

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**1,448,232**	**283,892**	**128,679**	**219,200**	**68,944**	**280,681**	**51,270**
Lane	1,448,232	283,892	128,679	219,200	68,944	280,681	51,270
• Eugene	627,361	123,145	71,832	37,774	44,726	137,969	23,541
• Springfield	188,274	37,257	18,779	34,056	11,608	40,824	6,154
SUBURBAN TOTAL	632,597	123,490	38,068	147,370	12,610	101,888	21,575

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

ORE. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MEDFORD	**135.4**	**.0593**	**31.7**	**11.4**	**17.4**	**16.5**	**27.8**	**50.6**	**715,182**	**144,809**	**59,117**	**89,208**	**35,629**	**133,033**	**15,234**
Jackson	135.4	.0593	31.7	11.4	17.4	16.5	27.8	50.6	715,182	144,809	59,117	89,208	35,629	133,033	15,234
• Medford	40.5	.0177	31.0	9.9	12.9	18.3	26.6	16.6	517,554	69,743	41,382	69,250	27,408	124,299	7,566
SUBURBAN TOTAL	94.9	.0416	32.0	12.0	19.5	15.7	28.3	34.0	197,628	75,066	17,735	19,958	8,221	8,734	7,668
PORTLAND	**1,262.8**	**.5527**	**30.6**	**12.3**	**19.5**	**16.5**	**25.0**	**490.1**	**6,292,697**	**1,067,343**	**714,042**	**1,333,565**	**347,955**	**1,012,540**	**162,151**
Clackamas	248.0	.1085	30.5	10.3	19.7	18.0	23.1	87.6	929,288	261,726	77,192	140,960	29,283	174,648	22,489
Multnomah	563.7	.2467	31.8	13.8	18.2	15.6	28.6	236.1	3,207,471	402,047	434,710	692,710	231,696	509,819	62,970
• Portland	365.3	.1599	33.0	14.5	16.9	14.7	31.9	162.4	2,066,976	281,743	287,303	352,816	186,751	329,768	21,441
Washington	253.6	.1110	29.3	11.8	22.1	17.5	19.9	95.1	1,539,264	257,466	127,166	411,367	67,292	234,807	49,751
Clark, Wash.	*197.5*	*.0865*	*29.7*	*11.4*	*18.9*	*16.3*	*23.7*	*71.3*	*616,674*	*146,104*	*74,974*	*88,528*	*19,684*	*93,266*	*26,941*
Vancouver	*42.9*	*.0188*	*31.3*	*13.3*	*17.2*	*15.0*	*28.6*	*18.4*	*236,834*	*39,797*	*38,872*	*22,312*	*13,780*	*43,782*	*8,086*
SUBURBAN TOTAL	897.5	.3928	29.8	11.4	20.4	17.3	22.2	327.7	4,225,721	785,600	426,739	980,749	161,204	682,772	140,710
SALEM	**255.3**	**.1118**	**30.5**	**12.7**	**17.5**	**15.6**	**26.4**	**93.6**	**1,106,772**	**188,256**	**114,435**	**238,554**	**60,190**	**179,552**	**42,494**
Marion	209.2	.0916	30.6	12.1	17.7	15.6	26.6	76.7	992,254	148,071	105,042	235,258	56,124	165,381	38,361
• Salem	91.0	.0398	31.1	14.4	17.8	15.2	27.9	35.6	662,243	53,998	70,596	212,633	44,029	102,630	33,844
Polk	46.1	.0202	29.9	15.5	16.7	15.9	25.7	16.9	114,518	40,185	9,393	3,296	4,066	14,171	4,133
SUBURBAN TOTAL	164.3	.0720	30.1	11.8	17.2	15.9	25.7	58.0	444,529	134,258	43,839	25,921	16,161	76,922	8,650
OTHER COUNTIES															
Baker	16.3	.0072	34.1	8.2	16.8	16.2	32.3	6.3	57,378	14,726	7,691	2,641	1,568	10,305	2,741
Benton	69.3	.0303	25.0	27.7	19.3	13.7	16.9	24.7	264,321	53,213	29,865	45,054	17,478	33,874	12,250
Clatsop	32.9	.0144	33.5	11.5	15.3	14.8	32.9	13.0	159,630	44,290	24,888	5,195	8,775	14,351	10,958
Columbia	36.2	.0159	30.7	10.1	18.6	16.6	25.5	13.1	109,681	28,284	10,286	3,445	9,596	18,544	7,341
Coos	64.7	.0283	30.7	10.8	18.8	17.0	24.9	24.4	310,423	75,373	29,869	21,078	14,933	64,431	18,138
Crook	13.3	.0058	31.4	10.1	18.2	16.0	27.5	5.0	40,780	10,790	2,585	1,149	1,319	6,371	2,145
Curry	17.3	.0076	32.8	9.1	17.4	16.4	29.8	7.0	60,729	17,278	7,502	912	2,305	7,296	4,230
Deschutes	65.1	.0285	31.0	9.8	17.8	16.6	26.2	24.3	380,296	87,730	32,265	21,755	17,287	69,123	18,556
Douglas	95.5	.0418	30.3	10.0	18.0	17.4	24.1	34.3	389,652	100,427	45,926	41,673	14,226	66,471	21,519
Gilliam	2.0	.0008	32.9	9.2	16.3	18.3	28.2	.8	7,468	3,024	1,027	95	37	1,028	133
Grant	8.3	.0037	31.9	9.3	18.2	16.0	28.4	3.1	27,807	13,687	1,707	721	1,033	3,170	1,853
Harney	8.4	.0036	30.9	9.8	19.3	18.2	23.9	3.0	43,496	13,587	6,215	623	1,129	8,282	643
Hood River	16.0	.0070	33.2	8.5	15.1	17.4	29.8	6.1	71,948	24,192	6,735	3,832	4,157	11,679	739
Jefferson	11.8	.0052	28.9	9.5	19.6	16.8	21.1	4.1	41,921	13,755	4,489	2,269	613	5,253	3,046
Josephine	60.7	.0265	33.9	8.0	15.0	15.6	32.7	22.7	314,300	66,418	26,740	26,891	15,800	74,879	12,129
Klamath	59.9	.0262	29.8	12.1	18.6	17.1	23.2	22.2	303,458	72,053	21,835	52,273	15,167	55,291	10,985
Lake	7.6	.0034	32.5	8.3	16.5	18.7	27.2	2.9	34,064	7,787	2,954	455	565	9,370	2,343
Lincoln	36.0	.0157	37.0	8.6	14.1	16.0	36.2	15.1	179,258	47,953	28,612	9,983	4,022	27,112	8,880
Linn	90.9	.0398	29.9	11.3	19.1	16.2	24.1	33.7	396,686	75,616	40,249	74,143	18,228	83,808	10,512
Malheur	27.2	.0119	29.9	10.6	15.9	16.0	25.9	9.5	149,516	41,023	13,677	6,742	4,901	28,472	7,158
Morrow	7.8	.0034	32.8	7.9	15.7	16.7	29.8	2.7	15,015	3,298	1,739	41	347	1,947	1,170
Sherman	2.2	.0009	35.3	7.0	17.0	18.2	32.1	.8	10,926	516	2,600	34	266		84
Tillamook	21.4	.0094	34.0	9.0	15.7	16.2	32.2	8.6	83,034	21,085	12,339	3,256	2,614	14,791	2,421
Umatilla	60.0	.0262	31.4	11.0	16.3	16.5	27.6	21.6	310,676	75,976	30,195	13,901	13,163	62,493	16,367
Union	24.3	.0107	30.2	14.2	16.8	15.0	26.9	8.9	97,581	24,928	10,243	940	5,389	16,854	9,064
Wallowa	7.4	.0032	34.7	7.9	15.9	18.2	31.2	2.9	27,685	5,635	2,878	1,330	405	6,459	1,866
Wasco	21.9	.0096	32.8	9.0	16.8	17.6	28.7	8.4	116,439	19,975	11,273	4,425	5,261	28,141	8,783
Wheeler	1.5	.0006	33.3	9.6	16.6	17.5	29.6	.6	3,503	415	210	857	40	1,498	
Yamhill	56.6	.0248	30.9	12.2	15.7	15.6	27.9	19.8	232,399	63,654	19,689	8,618	4,629	53,682	18,958
TOTAL METRO COUNTIES	**1,735.9**	**.7598**	**30.5**	**13.0**	**19.1**	**16.3**	**24.9**	**669.8**	**8,946,209**	**1,538,196**	**941,299**	**1,791,999**	**493,034**	**1,512,540**	**244,208**
TOTAL STATE	**2,678.4**	**1.1722**	**30.6**	**12.5**	**18.5**	**16.3**	**25.5**	**1,019.4**	**13,186,279**	**2,564,884**	**1,377,582**	**2,146,330**	**678,287**	**2,297,513**	**459,220**

TOP 25

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ORE. — S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,119,329**	**17,862**	**5.1**	**14.6**	**33.7**	**26.5**	**.1279**
Lane	2,119,329	17,862	5.1	14.6	33.7	26.5	.1279
• Eugene	891,482	17,327	5.9	13.8	27.0	29.7	.0535
• Springfield	294,485	16,348	5.8	18.9	39.2	16.9	.0177
SUBURBAN TOTAL	933,362	18,832	4.1	13.8	38.0	26.8	.0567
MEDFORD	**907,926**	**15,950**	**6.3**	**15.9**	**32.5**	**20.7**	**.0591**
Jackson	907,926	15,950	6.3	15.9	32.5	20.7	.0591
• Medford	304,418	15,892	6.2	15.4	30.6	22.5	.0280
SUBURBAN TOTAL	603,508	15,979	6.4	16.1	33.5	19.9	.0311
PORTLAND	**11,058,725**	**20,391**	**4.6**	**11.8**	**29.6**	**35.9**	**.6107**
Clackamas	2,150,529	22,444	3.9	9.9	29.8	41.6	.1098
Multnomah	4,845,589	18,007	5.4	13.6	29.2	29.5	.2825
• Portland	3,169,986	16,534	5.9	14.4	28.1	26.4	.1836
Washington	2,412,929	23,284	3.5	10.1	30.3	44.2	.1365
Clark, Wash.	*1,649,678*	*21,602*	*4.0*	*10.3*	*29.8*	*39.4*	*.0819*
Vancouver	*403,934*	*19,805*	*4.7*	*11.5*	*28.1*	*35.4*	*.0222*
SUBURBAN TOTAL	7,888,739	22,150	3.9	10.4	30.5	40.7	.4271
SALEM	**1,764,838**	**16,722**	**6.0**	**14.6**	**30.7**	**24.9**	**.1055**
Marion	1,460,449	16,959	6.0	14.4	30.6	25.6	.0895
• Salem	688,654	16,460	6.1	14.1	28.0	26.4	.0475
Polk	304,389	15,716	5.5	15.5	30.5	22.0	.0160
SUBURBAN TOTAL	1,076,184	16,866	5.8	14.9	32.3	24.0	.0580
OTHER COUNTIES							
Baker	91,442	12,948	6.9	19.3	29.7	11.7	.0057
Benton	508,021	16,412	6.9	15.3	28.3	26.3	.0283
Clatsop	243,474	16,597	5.5	14.4	28.1	26.3	.0146
Columbia	74,810	17,709	4.8	13.3	36.5	23.7	.0133
Coos	450,554	16,908	5.4	15.7	35.4	22.0	.0277
Crook	88,657	16,142	6.4	16.6	35.2	18.9	.0050
Curry	125,446	15,942	5.6	15.7	34.4	19.0	.0067
Deschutes	488,293	17,984	4.9	12.8	30.0	29.3	.0311
Douglas	649,383	17,292	4.8	14.4	34.0	24.7	.0384
Gilliam	13,617	15,854	5.8	21.0	36.9	17.4	.0007
Grant	50,741	15,144	8.4	17.0	34.6	16.0	.0031
Harney	55,465	17,431	6.2	18.0	35.4	23.0	.0035
Hood River	119,840	17,000	6.7	14.5	29.4	27.3	.0069
Jefferson	78,689	17,367	5.7	15.5	31.6	27.2	.0046
Josephine	317,062	11,972	7.7	19.3	26.6	11.5	.0237
Klamath	393,190	15,763	6.1	18.0	33.9	19.3	.0256
Lake	46,412	15,356	4.8	16.4	34.9	16.0	.0029
Lincoln	277,163	15,787	7.6	13.9	29.8	22.5	.0164
Linn	630,267	17,748	5.3	13.9	35.9	23.9	.0377
Malheur	162,586	14,370	7.2	18.9	28.2	19.6	.0114
Morrow	61,949	18,875	5.1	12.1	27.9	35.1	.0028
Sherman	12,655	14,680	8.4	16.0	34.5	14.5	.0009
Tillamook	140,401	14,169	6.4	18.4	30.0	16.3	.0082
Umatilla	403,817	16,807	5.7	15.5	31.9	24.3	.0262
Union	164,993	16,508	5.7	14.1	31.0	24.4	.0096
Wallowa	46,326	14,430	6.8	18.1	31.1	16.7	.0028
Wasco	162,374	18,085	5.2	14.5	35.5	25.1	.0101
Wheeler	6,049	9,386	18.0	30.0	10.7	3.5	.0003
Yamhill	385,172	16,830	5.8	14.9	29.3	26.0	.0228
TOTAL METRO COUNTIES	**14,201,140**	**18,907**	**5.0**	**13.2**	**30.6**	**31.4**	**.8213**
TOTAL STATE	**20,619,988**	**17,953**	**5.3**	**13.9**	**31.1**	**28.4**	**1.2123**

PENNSYLVANIA

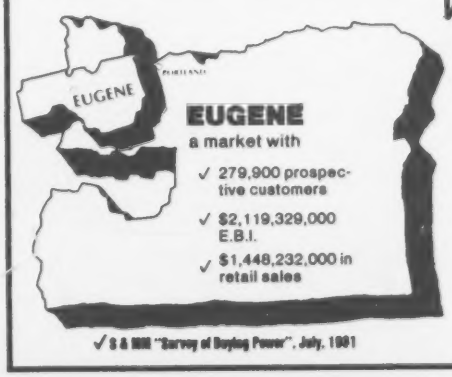
PA. — S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALLENTOWN - BETHLEHEM - EASTON	**640.0**	**.2803**	**33.6**	**12.2**	**15.2**	**16.7**	**31.2**	**234.1**
Carbon	53.5	.0235	37.2	9.9	13.3	16.4	36.0	19.9
Lehigh	275.0	.1204	33.5	12.0	16.0	16.9	30.7	103.3
• Allentown	103.3	.0452	35.5	13.3	14.3	15.2	35.2	41.5
Northampton	226.2	.0990	33.3	13.3	14.9	16.7	30.8	81.0
• Bethlehem	70.1	.0307	33.2	15.7	13.7	16.2	31.3	25.5
• Easton	25.8	.0113	32.3	17.5	14.4	13.4	32.8	9.8
Warren, N. J.	*85.3*	*.0374*	*32.9*	*11.4*	*14.7*	*16.6*	*30.3*	*29.9*
SUBURBAN TOTAL	440.8	.1931	33.3	11.1	15.7	17.4	30.0	157.3
ALTOONA	**136.7**	**.0598**	**33.7**	**11.3**	**14.3**	**15.3**	**32.9**	**49.5**
Blair	136.7	.0598	33.7	11.3	14.3	15.3	32.9	49.5
• Altoona	56.7	.0248	35.7	11.5	13.1	14.1	36.5	21.5
SUBURBAN TOTAL	80.0	.0350	32.6	11.2	15.2	16.1	30.3	28.0

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN - BETHLEHEM - EASTON	**2,710,381**	**673,618**	**225,911**	**334,218**	**122,354**	**438,925**	**68,406**
Carbon	161,427	43,296	8,503	7,124	7,093	36,541	3,963
Lehigh	1,461,021	317,018	133,761	252,961	82,165	211,721	29,563
• Allentown	562,135	102,529	46,585	84,882	27,026	103,105	10,555
Northampton	751,918	216,257	57,266	58,252	33,196	153,261	23,754
• Bethlehem	290,521	106,175	22,762	28,576	9,021	29,657	9,738
• Easton	108,504	52,370	5,444	3,614	7,724	3,740	2,792
Warren, N. J.	*336,015*	*97,047*	*26,381*	*15,881*	*9,850*	*37,402*	*11,126*
SUBURBAN TOTAL	1,749,221	412,544	151,120	217,146	88,533	302,423	45,321
ALTOONA	**590,984**	**141,829**	**46,059**	**97,225**	**33,101**	**102,711**	**15,141**
Blair	590,984	141,829	46,059	97,225	33,101	102,711	15,141
• Altoona	268,596	77,506	31,260	18,711	23,614	29,590	10,312
SUBURBAN TOTAL	322,388	64,323	14,799	78,514	9,487	73,121	4,829



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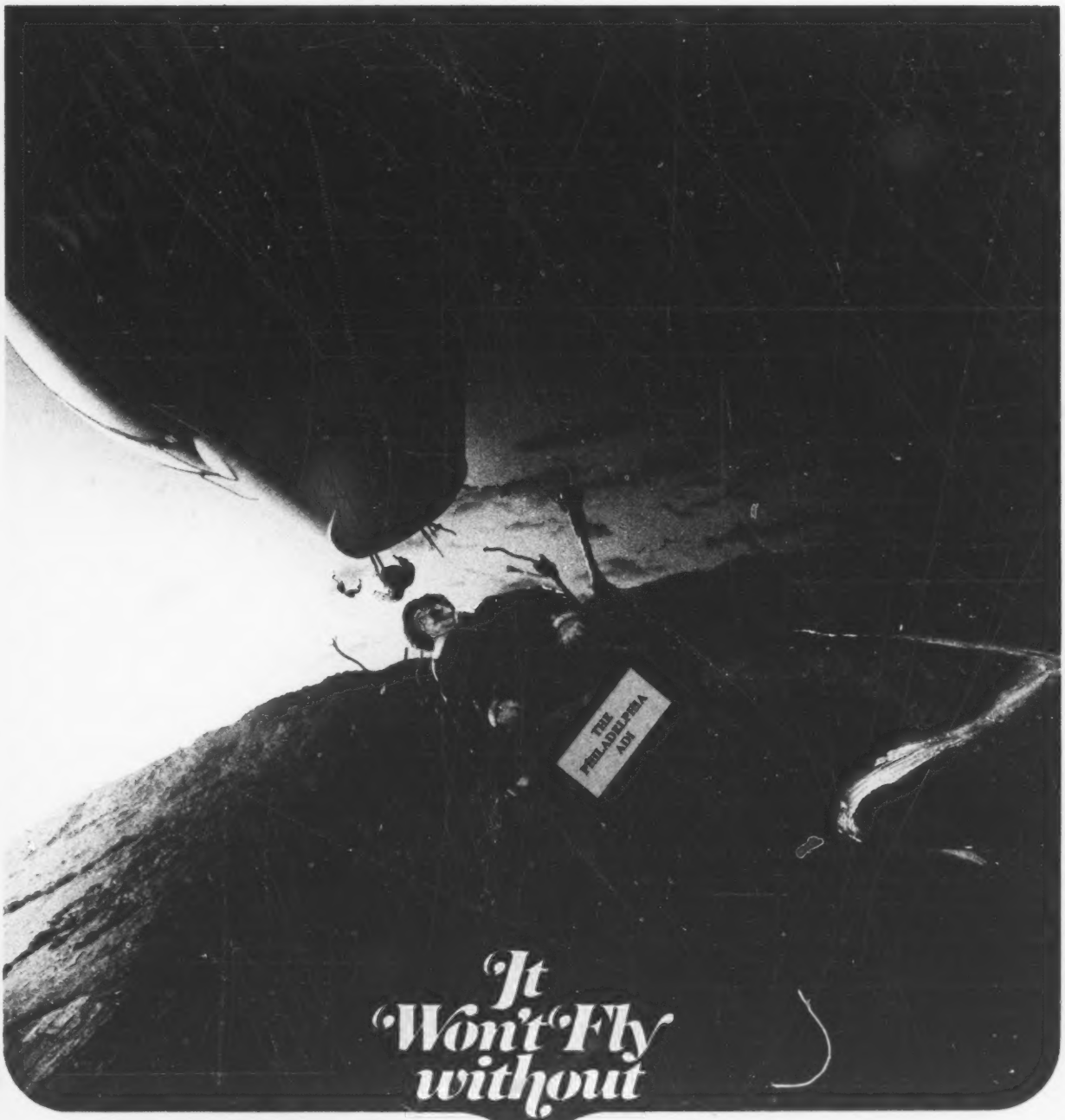

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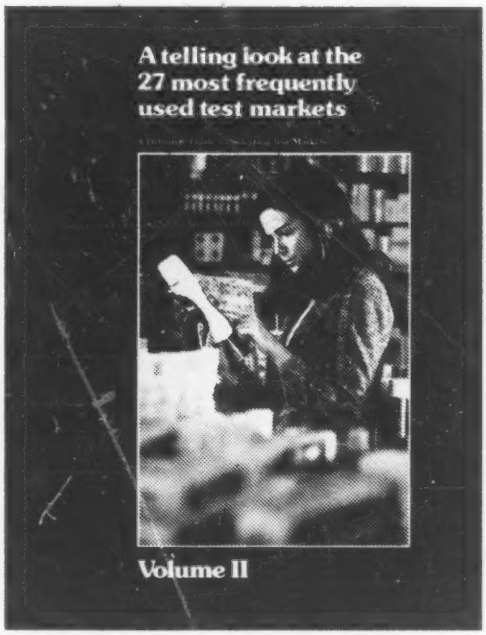

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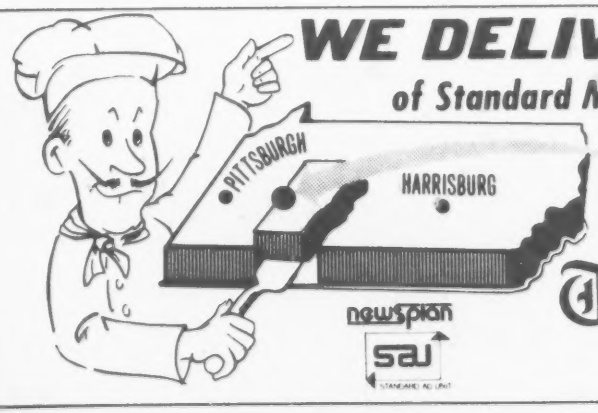
PA. (cont.)
SMSA ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ERIE	**281.0**	**.1230**	**30.1**	**13.0**	**15.0**	**15.4**	**27.1**	**98.4**	**1,079,626**	**189,609**	**88,973**	**155,191**	**61,085**	**211,555**	**33,297**
Erie	281.0	.1230	30.1	13.0	15.0	15.4	27.1	98.4	1,079,626	189,609	88,973	155,191	61,085	211,555	33,297
• Erie	118.3	.0518	31.2	13.0	14.9	14.5	29.8	44.1	391,403	98,706	34,482	22,472	32,231	78,879	14,864
SUBURBAN TOTAL	162.7	.0712	29.3	13.0	15.3	16.0	25.2	54.3	688,223	90,903	54,491	132,719	28,854	132,676	18,433
HARRISBURG	**448.7**	**.1963**	**31.6**	**13.3**	**15.9**	**16.4**	**28.2**	**165.8**	**2,119,829**	**500,815**	**191,634**	**235,534**	**91,486**	**341,236**	**59,878**
Cumberland	179.4	.0785	30.2	14.9	16.7	17.1	25.0	63.9	974,904	201,939	83,505	114,695	51,948	148,747	27,488
Dauphin	233.0	.1020	32.9	12.2	15.3	16.0	30.8	89.2	1,048,323	275,104	102,384	118,977	36,461	162,512	30,278
• Harrisburg	52.3	.0229	33.5	13.6	14.2	12.8	35.1	22.9	176,435	27,798	20,292	24,227	5,427	40,918	9,270
Perry	36.3	.0158	30.7	11.7	16.0	15.6	27.6	12.7	96,602	23,772	5,745	1,862	3,077	29,977	2,112
SUBURBAN TOTAL	396.4	.1734	31.4	13.2	16.2	16.8	27.3	142.9	1,943,394	473,017	171,342	211,307	86,059	300,318	50,608
JOHNSTOWN	**264.8**	**.1159**	**33.2**	**11.6**	**12.9**	**15.6**	**32.1**	**92.9**	**1,021,832**	**229,560**	**68,391**	**155,775**	**52,013**	**220,501**	**24,457**
Cambria	183.1	.0802	33.1	12.0	12.4	15.5	32.1	64.0	779,772	173,397	49,851	142,048	40,001	147,831	18,889
• Johnstown	35.1	.0154	37.3	11.3	11.9	15.2	37.2	14.1	164,523	33,452	11,197	19,237	11,910	53,838	4,495



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ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Somerset	81.7	.0357	33.6	10.7	13.9	15.8	32.2	28.9	242,060	56,163	18,540	13,727	12,012	72,670	5,568
SUBURBAN TOTAL	229.7	.1005	32.7	11.7	13.0	15.7	31.4	78.8	857,309	196,108	57,194	136,538	40,103	166,663	19,962
LANCASTER	**365.5**	**.1600**	**30.1**	**13.4**	**16.3**	**15.2**	**26.8**	**126.2**	**1,503,424**	**327,294**	**118,600**	**153,690**	**92,599**	**264,918**	**36,250**
Lancaster	365.5	.1600	30.1	13.4	16.3	15.2	26.8	126.2	1,503,424	327,294	118,600	153,690	92,599	264,918	36,250
• Lancaster	54.5	.0239	31.3	16.4	14.2	13.4	31.4	21.3	255,846	45,048	24,993	31,718	25,932	24,594	4,425
SUBURBAN TOTAL	311.0	.1361	29.9	12.9	16.7	15.5	25.9	104.9	1,247,578	282,246	93,607	121,972	66,667	240,324	31,825
NORTHEAST PENNSYLVANIA	**641.8**	**.2808**	**36.2**	**11.9**	**13.7**	**15.8**	**35.5**	**235.3**	**2,362,065**	**589,929**	**207,703**	**317,429**	**103,416**	**288,809**	**66,218**
Lackawanna	227.4	.0995	36.4	12.1	13.3	15.6	35.8	82.6	800,792	202,437	62,504	114,947	34,064	132,362	23,070
• Scranton	87.0	.0381	37.4	12.8	12.5	14.5	37.8	33.0	398,938	77,354	25,220	73,837	23,584	80,907	10,806
Luzerne	343.1	.1501	37.0	11.5	13.7	15.9	36.2	126.6	1,219,732	311,342	103,862	154,808	60,843	201,777	35,125
• Hazleton	27.1	.0119	39.7	9.8	13.4	15.4	39.5	10.6	190,341	63,511	18,644	21,034	11,296	23,214	6,405
• Wilkes-Barre	51.1	.0224	38.3	13.6	12.0	14.6	38.5	19.5	185,628	61,693	17,197	20,346	13,297	5,788	5,946
Monroe	71.3	.0312	32.6	12.9	15.1	15.6	30.7	26.1	341,541	76,150	41,337	47,674	8,509	54,670	8,023
SUBURBAN TOTAL	476.6	.2084	35.6	11.6	14.1	16.2	34.5	172.2	1,587,158	387,371	146,642	202,212	55,239	278,900	43,061
PHILADELPHIA	**4,709.8**	**2.0613**	**31.4**	**12.9**	**16.1**	**16.7**	**27.4**	**1,653.1**	**18,567,842**	**4,142,141**	**1,767,731**	**2,231,195**	**896,305**	**3,150,465**	**479,797**
Bucks	483.8	.2118	28.9	12.2	17.6	18.3	21.0	160.0	2,350,344	495,492	194,287	326,864	102,830	497,242	44,513
Bristol Township	58.2	.0255	25.7	14.9	17.6	18.1	15.5	17.9	169,004	69,030	17,103		4,641	34,498	4,462
Chester	320.1	.1401	29.8	13.3	16.9	17.5	23.8	107.1	1,199,794	290,416	88,761	93,432	54,370	251,816	33,104
Delaware	552.2	.2416	32.2	13.2	15.2	16.7	29.1	193.7	2,368,846	542,328	193,798	379,803	97,049	375,677	61,650
Chester	45.2	.0198	30.9	15.3	14.9	13.8	30.1	16.8	94,147	24,756	9,362	1,240	3,307	21,917	1,987
Haverford Township	52.2	.0228	35.0	11.8	12.8	17.1	32.8	17.5	110,672	32,305	9,945	2,725	3,110	5,882	2,941
Upper Darby Township	83.3	.0365	34.3	13.1	16.0	14.6	34.3	32.6	313,905	94,395	27,466	23,591	7,284	34,783	14,137
Montgomery	644.6	.2821	32.9	11.8	15.9	17.6	29.0	226.3	3,222,517	647,843	280,862	387,474	181,130	595,752	71,992
Abington Township	58.8	.0257	34.4	10.8	14.0	17.4	31.8	20.2	273,041	59,068	17,364	65,572	15,803	56,928	3,860
Cheltenham Township	35.2	.0154	41.8	10.8	11.5	16.1	41.2	13.9	134,927	37,780	13,817	13,106	6,313	8,359	8,445
Lower Merion Township	59.4	.0260	38.9	13.2	11.7	16.5	37.8	22.0	447,006	78,112	51,370	37,317	40,186	92,120	12,520

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Phila. Inquirer/News[1]	8,416	21,468

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ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Philadelphia	1,668.2	.7301	32.5	13.3	16.1	14.8	31.1	617.6	5,017,461	1,244,100	611,572	436,588	271,351	612,108	179,357
• Philadelphia	1,668.2	.7301	32.5	13.3	16.1	14.8	31.1	617.6	5,017,461	1,244,100	611,572	436,588	271,351	612,108	179,357
Burlington, N. J.	*366.0*	*.1601*	*28.2*	*14.8*	*16.9*	*18.7*	*19.8*	*117.4*	*1,474,100*	*283,007*	*143,028*	*233,468*	*41,067*	*347,006*	*24,113*
Willingboro Township	*39.8*	*.0174*	*26.3*	*7.4*	*21.2*	*22.4*	*9.1*	*11.1*	*87,202*	*36,181*	*2,703*	*29,191*	*1,470*	*1,462*	*2,610*
Camden, N. J.	*472.8*	*.2070*	*31.3*	*11.7*	*15.1*	*17.4*	*27.0*	*164.5*	*2,000,900*	*471,343*	*186,190*	*221,180*	*121,534*	*306,519*	*51,153*
Camden	*83.7*	*.0366*	*26.1*	*12.3*	*13.5*	*13.2*	*24.8*	*30.6*	*135,794*	*31,630*	*14,878*	*2,899*	*10,292*	*21,876*	*7,770*
Cherry Hill Township	*69.1*	*.0302*	*30.5*	*7.9*	*15.5*	*22.8*	*20.2*	*21.4*	*549,620*	*113,140*	*53,147*	*84,344*	*42,442*	*118,376*	*6,972*
Gloucester, N. J.	*202.1*	*.0885*	*29.9*	*12.1*	*16.1*	*17.9*	*24.0*	*66.5*	*933,880*	*167,612*	*69,233*	*152,386*	*26,974*	*164,345*	*13,915*
SUBURBAN TOTAL	3,041.6	1.3312	30.7	12.6	16.2	17.7	25.4	1,035.5	13,550,381	2,898,041	1,156,159	1,794,607	624,954	2,538,357	300,440
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,544.0***	***2.4263***	***31.3***	***13.0***	***16.2***	***16.7***	***27.3***	***1,943.8***	***22,193,324***	***4,969,028***	***2,058,284***	***2,723,177***	***1,082,322***	***3,677,312***	***594,913***
PITTSBURGH	**2,253.5**	**.9863**	**33.6**	**12.1**	**14.9**	**16.7**	**31.2**	**834.2**	**9,307,129**	**2,045,053**	**835,387**	**1,441,703**	**450,266**	**1,827,837**	**238,029**
Allegheny	1,438.4	.6295	33.8	12.4	14.9	16.5	31.8	542.8	6,280,810	1,372,341	614,806	987,036	307,966	1,211,249	173,761
Penn Hills Township	57.2	0250	31.2	9.8	16.6	19.3	24.4	19.0	216,280	82,310	13,136	18,803	6,047	49,679	6,577
• Pittsburgh	417.3	.1826	34.8	15.0	13.6	14.6	35.1	169.4	1,734,070	319,960	221,177	269,549	94,141	265,439	55,275
Beaver	204.2	.0894	32.7	11.5	15.0	17.4	29.1	72.4	740,168	181,699	57,182	148,051	28,346	117,152	19,350
Washington	217.5	.0952	33.4	11.9	14.3	16.5	31.2	77.9	831,657	188,694	49,699	96,919	40,946	184,610	12,894
Westmoreland	393.4	.1722	33.2	11.2	13.3	17.4	29.8	141.1	1,454,494	302,319	113,700	209,697	73,008	314,826	32,024
SUBURBAN TOTAL	1,836.2	.8037	33.3	11.4	15.2	17.2	30.2	664.8	7,573,059	1,725,093	614,210	1,172,154	356,125	1,562,398	182,754
READING	**314.1**	**.1375**	**34.4**	**11.9**	**15.2**	**16.6**	**32.5**	**116.0**	**1,333,379**	**274,993**	**117,110**	**190,518**	**51,977**	**243,261**	**21,029**
Berks	314.1	.1375	34.4	11.9	15.2	16.6	32.5	116.0	1,333,379	274,993	117,110	190,518	51,977	243,261	21,029
• Reading	78.2	.0342	38.0	11.9	13.4	14.3	38.6	32.7	303,057	42,930	23,641	23,670	14,079	53,636	4,582
SUBURBAN TOTAL	235.9	.1033	33.7	11.9	15.6	17.4	30.5	83.3	1,030,322	232,063	93,469	166,848	37,898	189,625	16,447
SHARON	**128.3**	**.0561**	**31.6**	**13.4**	**14.4**	**15.8**	**29.3**	**45.2**	**517,645**	**116,115**	**40,353**	**62,289**	**20,049**	**143,271**	**11,471**
Mercer	128.3	.0561	31.6	13.4	14.4	15.8	29.3	45.2	517,645	116,115	40,353	62,289	20,049	143,271	11,471
• Sharon	18.8	.0082	31.7	10.1	10.6	15.2	31.3	7 2	103,370	18,034	7,978	8,956	5,252	32,525	4,497
SUBURBAN TOTAL	109.5	.0479	31.6	14.0	14.8	16.0	29.0	38.0	414,275	98,081	32,375	53,333	14,797	110,746	6,974

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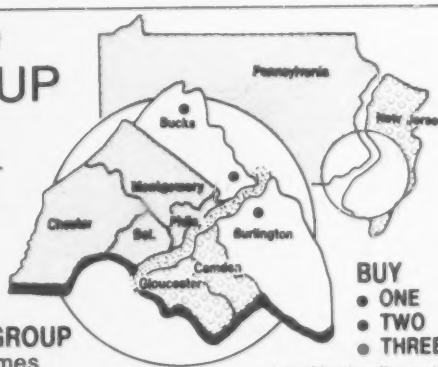

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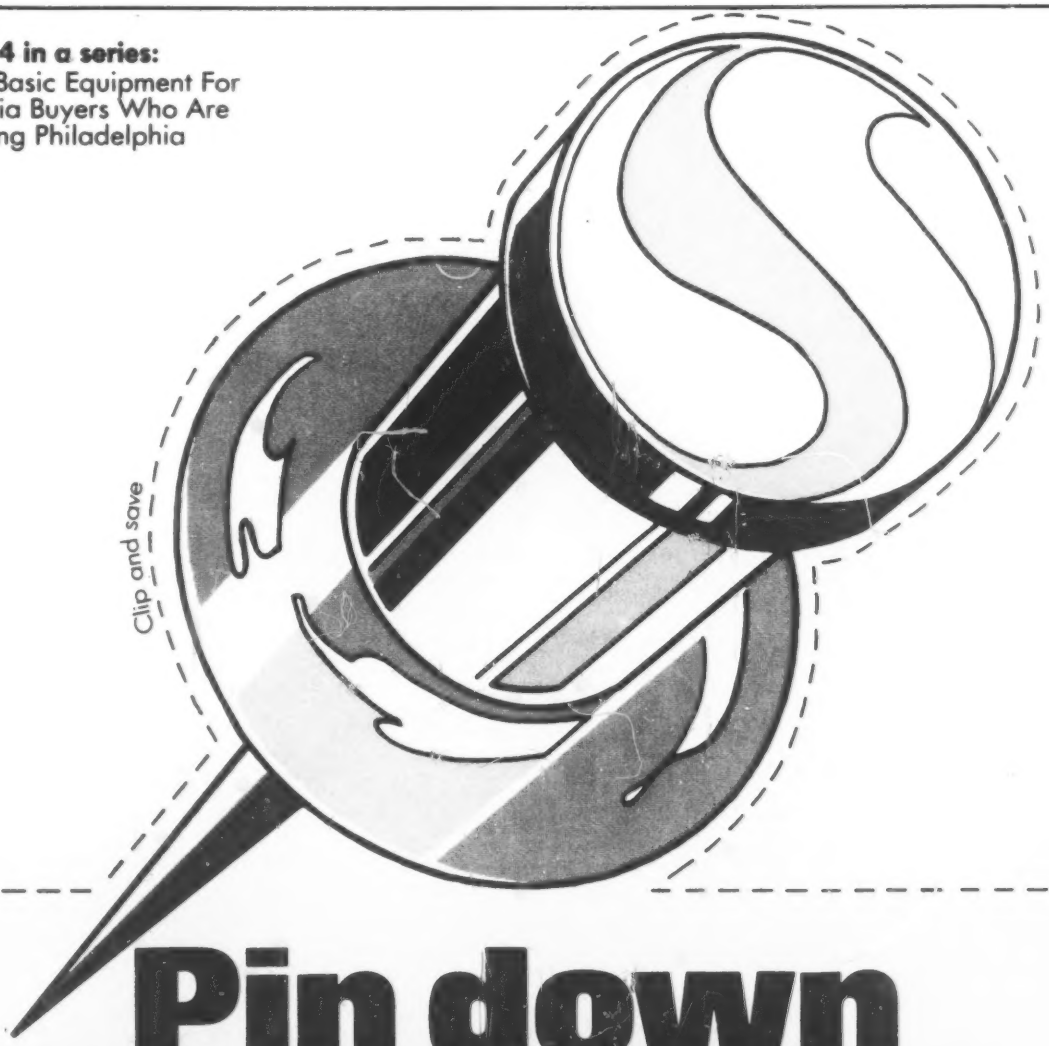

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PA. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
STATE COLLEGE	**113.6**	**.0497**	**24.5**	**29.5**	**17.6**	**12.4**	**17.9**	**36.9**	**466,273**	**128,258**	**40,697**	**51,474**	**22,909**	**81,690**	**10,880**
Centre	113.6	.0497	24.5	29.5	17.6	12.4	17.9	36.9	466,273	128,258	40,697	51,474	22,909	81,690	10,880
• State College	36.2	.0158	22.4	56.6	12.1	7.4	9.6	9.8	176,435	43,111	24,087	16,618	8,224	25,372	3,336
SUBURBAN TOTAL	77.4	.0339	28.3	16.8	20.2	14.8	21.7	27.1	289,838	85,147	16,610	34,856	14,685	56,318	7,544
WILLIAMSPORT	**118.9**	**.0521**	**31.8**	**12.5**	**14.8**	**15.3**	**29.9**	**42.7**	**464,284**	**119,609**	**29,829**	**49,217**	**23,047**	**115,866**	**12,065**
Lycoming	118.9	.0521	31.8	12.5	14.8	15.3	29.9	42.7	464,284	119,609	29,829	49,217	23,047	115,866	12,065
• Williamsport	33.1	.0145	31.6	16.6	13.2	13.0	32.5	12.4	208,580	55,816	13,901	23,520	13,769	35,460	5,043
SUBURBAN TOTAL	85.8	.0376	31.8	10.9	15.5	16.2	28.8	30.3	255,704	63,793	15,928	15,697	9,278	80,406	7,022
YORK	**385.1**	**.1686**	**31.4**	**12.3**	**16.5**	**16.0**	**28.1**	**137.7**	**1,448,153**	**367,142**	**119,535**	**173,282**	**81,547**	**248,340**	**29,129**
Adams	69.1	.0303	29.6	14.4	15.8	14.7	26.8	23.4	196,704	52,920	22,696	8,861	11,532	34,003	3,591
York	316.0	.1383	31.8	11.8	16.8	16.3	28.3	114.3	1,251,449	314,222	96,839	164,421	70,015	214,337	25,538
• York	44.3	.0194	30.3	13.6	15.2	13.1	34.3	18.3	143,580	26,423	14,174	12,435	9,117	25,980	5,430
SUBURBAN TOTAL	340.8	.1492	31.2	12.1	16.7	16.4	27.3	119.4	1,304,573	340,719	105,361	160,847	72,430	222,360	23,699
OTHER COUNTIES															
Armstrong	77.9	.0340	33.5	11.2	13.8	16.0	32.0	28.4	245,254	68,780	20,354	19,605	12,963	54,136	7,656
Bedford	47.1	.0206	32.0	9.9	16.2	15.6	29.5	16.5	178,706	28,437	22,677	8,396	5,192	23,800	2,651
Bradford	63.3	.0277	30.4	10.9	16.2	14.6	27.9	21.8	217,988	47,909	9,647	17,265	6,259	62,500	7,413
Butler	149.6	.0654	30.0	13.2	15.9	15.8	26.3	50.5	530,061	110,367	43,531	51,340	22,971	115,062	12,016
Cameron	6.6	.0028	32.8	11.2	14.7	15.9	30.8	2.6	19,868	7,680	1,219	1,534	357	2,330	582
Clarion	43.7	.0191	29.4	17.1	14.3	13.9	28.1	14.4	154,464	37,652	11,522	6,957	5,851	33,833	3,326
Clearfield	84.3	.0369	33.0	10.3	14.5	15.0	32.1	29.6	383,129	78,216	14,924	26,236	13,183	89,815	8,371
Clinton	39.1	.0171	30.9	15.4	14.5	15.7	28.3	13.7	169,115	33,093	7,504	5,420	4,931	49,047	3,172
Columbia	62.4	.0273	32.2	15.3	14.1	14.9	31.1	22.0	227,931	55,847	11,822	27,409	6,011	36,906	6,453
Crawford	89.5	.0392	31.5	12.5	15.1	14.4	30.3	31.5	317,012	66,511	26,932	35,633	11,856	73,400	7,311
Elk	38.4	.0168	31.6	10.5	15.4	16.0	28.7	13.1	105,724	29,334	5,522	8,903	4,745	20,641	3,035
Fayette	160.8	.0704	33.9	10.9	13.1	15.5	33.2	57.6	662,828	157,868	38,781	121,584	24,313	125,308	13,670
Forest	5.1	.0022	37.6	8.1	14.8	14.2	38.3	1.9	14,236	3,806	2,025	321	252	2,660	
Franklin	114.7	.0502	31.0	12.4	16.7	16.1	27.2	40.7	400,974	98,877	31,174	40,645	11,825	79,201	14,730
Fulton	13.0	.0057	30.4	11.2	17.3	14.6	27.4	4.6	29,350	6,375	2,519	794	706	9,966	818
Greene	40.7	.0178	33.5	11.8	12.2	14.2	33.9	14.3	108,120	35,799	5,231	7,171	3,052	26,305	2,109
Huntingdon	42.5	.0186	31.3	13.3	15.9	15.3	28.7	14.6	117,606	32,338	7,926	6,451	2,139	28,398	2,930
Indiana	93.3	.0408	28.8	18.3	13.6	13.9	27.6	30.6	326,247	73,782	24,489	39,448	12,988	89,612	5,297
Jefferson	48.8	.0214	34.4	10.0	13.6	14.9	34.3	17.6	166,986	34,418	10,394	10,566	5,525	38,484	5,837
Juniata	19.4	.0085	31.3	11.3	15.9	15.3	28.9	6.8	48,840	11,319	2,369	1,776	2,114	14,846	646
Lawrence	107.2	.0469	32.8	12.5	14.0	16.3	30.6	37.9	395,812	116,052	23,520	41,900	12,847	90,463	14,288
Lebanon	110.5	.0483	31.8	12.3	15.9	16.1	28.8	38.9	459,371	106,029	28,304	64,109	19,489	96,808	9,329
McKean	50.5	.0221	33.8	10.4	14.1	14.7	33.6	18.4	167,616	42,077	10,482	12,448	5,021	44,406	6,246
Mifflin	47.0	.0206	32.2	11.1	16.3	15.6	29.8	17.0	177,947	40,715	12,729	15,637	5,189	29,885	5,397
Montour	16.7	.0073	33.6	11.1	14.8	15.2	32.6	5.6	49,620	9,824	6,386	1,689	2,428	14,017	2,095
Northumberland	100.4	.0440	36.0	10.1	14.2	15.4	35.6	38.2	334,357	69,577	22,997	26,201	11,086	60,994	13,494
Pike	18.8	.0082	39.4	8.0	13.8	14.5	39.7	7.4	41,172	5,301	10,263	1,127	2,427	3,326	218
Potter	17.8	.0078	31.7	10.6	14.4	14.4	30.9	6.2	39,629	17,912	1,653	459	1,736	4,024	1,685
Schuylkill	160.6	.0703	38.4	10.0	12.8	16.3	37.4	60.5	472,475	126,353	28,834	65,369	17,431	79,647	16,496
Snyder	33.9	.0149	29.5	15.1	16.6	14.7	26.1	10.9	115,100	16,896	11,277	13,462	3,112	27,886	2,499
Sullivan	6.4	.0028	35.0	11.9	12.3	14.0	35.9	2.2	9,831	3,521	1,433	637	244	1,821	155
Susquehanna	38.1	.0167	31.6	10.3	16.0	14.5	30.0	13.2	92,869	25,490	7,970	1,146	2,991	20,828	1,899
Tioga	41.1	.0180	29.8	14.6	15.5	13.9	28.1	13.9	119,198	27,569	8,556	7,833	3,592	28,695	3,452
Union	32.2	.0145	29.2	18.5	17.4	14.9	25.0	10.2	116,040	34,414	11,524	6,866	4,279	19,679	5,337
Venango	64.8	.0284	32.1	10.9	14.9	15.8	29.9	23.0	195,954	50,247	12,419	20,870	7,001	42,585	4,822
Warren	47.5	.0207	32.5	10.6	16.0	15.8	30.2	16.9	440,962	28,000	10,142	10,103	3,982	32,343	4,093
Wayne	35.8	.0157	35.0	9.1	13.5	14.9	35.1	12.7	121,024	36,282	6,868	8,830	2,488	16,186	4,531
Wyoming	27.0	.0118	29.7	11.6	16.1	13.9	27.5	9.1	101,169	34,262	4,498	6,247	2,562	18,568	3,151
TOTAL METRO COUNTIES	**9,713.7**	**4.2514**	**32.4**	**12.7**	**15.5**	**16.2**	**29.8**	**3,502.9**	**38,840,820**	**8,852,446**	**3,481,051**	**5,026,971**	**1,915,670**	**6,944,941**	**1,007,639**
TOTAL STATE	**11,873.1**	**5.1962**	**32.4**	**12.6**	**15.2**	**16.1**	**30.0**	**4,264.7**	**46,622,536**	**10,635,885**	**3,993,498**	**5,768,212**	**2,177,817**	**8,532,524**	**1,214,950**

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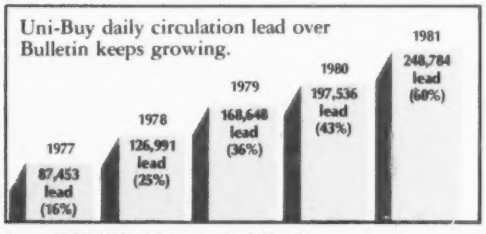

Source: ABC Publishers' Statements for 3/31 each year.
Computations by Inquirer/News Research Dept

Philadelphia Inquirer & Daily News

*Source: Media Records, January through April, 1981, full-run.

Represented nationally by Knight-Ridder Sales.

PA. ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALLENTOWN - BETHLEHEM - EASTON	**5,431,016**	**20,980**	**4.3**	**11.8**	**31.9**	**36.7**	**.2898**
Carbon	328,621	15,485	5.8	19.1	35.3	16.8	.0187
Lehigh	2,548,228	21,949	4.1	11.0	31.0	40.0	.1396
• Allentown	893,817	19,057	5.6	13.2	31.4	31.3	0511
Northampton	1,868,179	21,247	4.1	11.3	32.4	37.1	.0946
• Bethlehem	613,047	21,512	4.0	11.4	29.9	39.1	0321
• Easton	180,701	16,159	5.9	15.2	29.7	24.0	0106
Warren, N. J.	*685,988*	*21,210*	*4.3*	*11.2*	*32.0*	*37.4*	*.0369*
SUBURBAN TOTAL	3,743,451	21,670	3.9	11.3	32.5	38.5	.1960
ALTOONA	**907,473**	**16,549**	**6.0**	**15.7**	**33.2**	**22.7**	**.0554**
Blair	907,473	16,549	6.0	15.7	33.2	22.7	.0554
• Altoona	373,298	15,481	6.6	16.4	31.0	20.8	0236
SUBURBAN TOTAL	534,175	17,317	5.5	15.1	34.8	24.2	.0318
ERIE	**2,041,268**	**18,977**	**4.3**	**13.2**	**35.0**	**29.4**	**.1144**
Erie	2,041,268	18,977	4.3	13.2	35.0	29.4	.1144
• Erie	846,807	17,641	5.0	14.1	34.4	25.2	0459
SUBURBAN TOTAL	1,194,461	20,058	3.7	12.4	35.6	32.8	.0685
HARRISBURG	**4,040,832**	**21,823**	**4.0**	**11.8**	**29.0**	**40.8**	**.2164**
Cumberland	1,772,987	24,947	3.0	9.2	27.9	49.8	.0949
Dauphin	2,054,093	20,831	4.3	12.4	29.0	37.9	.1096
• Harrisburg	411,303	15,142	6.4	16.9	26.7	23.7	.0214
Perry	213,752	15,481	6.6	19.7	35.4	16.8	.0119
SUBURBAN TOTAL	3,629,529	22,843	3.6	10.9	29.4	43.7	.1950
JOHNSTOWN	**1,942,625**	**19,005**	**5.3**	**13.1**	**30.8**	**31.1**	**.1086**
Cambria	1,390,316	19,969	4.9	12.1	30.9	33.4	.0787
• Johnstown	255,105	16,649	6.0	13.5	31.8	23.3	0152
Somerset	552,309	16,944	6.1	15.4	30.3	26.1	.0299
SUBURBAN TOTAL	1,687,520	19,436	5.1	13.1	30.6	32.5	.0934
LANCASTER	**2,861,279**	**20,657**	**4.1**	**13.0**	**32.6**	**35.7**	**.1576**
Lancaster	2,861,279	20,657	4.1	13.0	32.6	35.7	.1576
• Lancaster	376,905	15,715	5.8	17.4	30.8	21.6	0231
SUBURBAN TOTAL	2,484,374	21,648	3.8	12.1	33.0	38.5	.1345
NORTHEAST PENNSYLVANIA	**4,344,322**	**16,556**	**5.8**	**16.6**	**33.1**	**22.6**	**.2495**
Lackawanna	1,509,843	16,271	5.8	17.4	33.4	21.7	.0864
• Scranton	590,498	15,491	6.2	17.9	31.7	20.3	0363
Luzerne	2,316,267	16,439	6.0	16.5	33.0	22.3	.1319
• Hazleton	206,336	17,631	5.6	14.2	32.8	25.9	0140
• Wilkes-Barre	345,497	15,530	6.4	17.0	30.0	21.9	0198
Monroe	518,212	18,127	4.9	14.1	33.8	27.0	.0312
SUBURBAN TOTAL	3,201,991	16,814	5.7	16.4	33.8	22.9	.1794
PHILADELPHIA	**40,893,611**	**22,007**	**3.9**	**11.2**	**29.0**	**41.0**	**2.1162**
Bucks	4,201,363	24,603	2.5	8.7	31.3	48.5	.2312
Bristol Township	463,112	24,991	2.0	8.1	33.3	49.9	0231
Chester	2,982,852	23,797	3.2	10.2	29.3	46.3	.1475
Delaware	5,270,850	24,525	3.1	9.2	28.0	48.6	.2672
Chester	304,303	16,381	5.8	14.5	30.8	23.6	0153
Haverford Township	500,528	25,456	2.8	9.0	28.2	51.5	0218
Upper Darby Township	805,269	22,771	3.6	10.9	31.2	42.8	0392
Montgomery	7,023,548	26,193	2.7	8.7	25.9	53.5	.3501
Abington Township	639,889	26,549	2.5	7.6	26.9	54.6	.0313
Cheltenham Township	568,956	32,318	2.9	8.1	16.2	62.5	0230
Lower Merion Township	1,054,490	36,972	2.1	6.8	15.4	68.1	0482
Philadelphia	12,712,534	18,236	5.3	13.7	28.8	30.6	.6523
• Philadelphia	12,712,534	18,236	5.3	13.7	28.8	30.6	6523
Burlington, N. J.	*3,127,193*	*23,157*	*3.3*	*11.0*	*31.4*	*43.9*	*.1640*
Willingboro Township	*284,721*	*24,552*	*1.5*	*6.1*	*39.5*	*48.0*	*0140*
Camden, N. J.	*4,084,814*	*22,872*	*3.8*	*10.7*	*28.0*	*43.7*	*.2161*
Camden	*522,839*	*15,171*	*6.6*	*16.8*	*29.1*	*21.4*	*0260*
Cherry Hill Township	*784,587*	*34,219*	*1.3*	*4.6*	*15.0*	*74.4*	*0447*
Gloucester, N. J.	*1,490,457*	*21,321*	*3.7*	*11.3*	*35.0*	*36.3*	*.0878*
SUBURBAN TOTAL	28,181,077	24,151	3.1	9.7	29.0	47.3	1.4639
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***48,204,753***	***22,011***	***3.9***	***11.2***	***29.3***	***41.0***	***2.5032***
PITTSBURGH	**18,444,923**	**19,805**	**4.3**	**12.1**	**32.8**	**33.0**	**.9951**
Allegheny	12,519,816	20,172	4.3	11.8	31.2	35.0	.6661
Penn Hills Township	448,632	22,712	2.8	10.1	37.8	40.3	0241
• Pittsburgh	3,309,687	16,360	5.7	14.6	29.2	25.2	1816
Beaver	1,547,341	20,237	3.8	11.6	36.6	32.2	.0836
Washington	1,478,481	17,968	4.6	13.0	35.9	25.1	.0858
Westmoreland	2,899,285	19,410	4.3	12.8	36.3	29.8	.1596
SUBURBAN TOTAL	15,135,236	20,571	3.9	11.4	34.0	35.0	.8135
READING	**2,607,802**	**20,967**	**4.4**	**12.2**	**31.3**	**36.4**	**.1408**
Berks	2,607,802	20,967	4.4	12.2	31.3	36.4	.1408
• Reading	588,704	16,228	6.2	15.7	30.5	23.4	0325
SUBURBAN TOTAL	2,019,098	22,644	3.7	10.9	31.6	41.5	.1083
SHARON	**866,711**	**18,412**	**4.6**	**12.1**	**39.6**	**24.5**	**.0511**
Mercer	866,711	18,412	4.6	12.1	39.6	24.5	.0511
• Sharon	128,291	17,260	4.3	12.3	42.3	17.9	.0084
SUBURBAN TOTAL	738,420	18,686	4.6	12.1	39.1	25.7	.0427
STATE COLLEGE	**741,776**	**16,445**	**5.9**	**16.0**	**30.8**	**24.3**	**.0450**
Centre	741,776	16,445	5.9	16.0	30.8	24.3	.0450
• State College	233,208	14,207	7.9	14.4	21.7	26.5	0151
SUBURBAN TOTAL	508,568	16,966	5.1	16.6	34.1	23.5	.0299
WILLIAMSPORT	**783,692**	**16,905**	**5.2**	**16.0**	**35.1**	**22.5**	**.0464**
Lycoming	783,692	16,905	5.2	16.0	35.1	22.5	.0464
• Williamsport	206,115	14,587	6.2	16.6	30.7	17.7	0151
SUBURBAN TOTAL	577,577	17,825	4.8	15.8	36.8	24.4	.0313
YORK	**3,031,298**	**20,271**	**4.3**	**12.2**	**33.8**	**33.6**	**.1623**
Adams	554,260	20,203	4.6	12.2	32.6	34.0	.0275
York	2,477,038	20,284	4.3	12.2	34.1	33.5	.1348
• York	302,451	14,767	6.8	16.1	30.8	18.4	0167
SUBURBAN TOTAL	2,728,847	21,027	4.0	11.6	34.2	35.9	.1456
OTHER COUNTIES							
Armstrong	487,390	15,958	5.3	17.0	35.5	18.4	.0278
Bedford	278,252	14,960	5.8	17.4	32.0	17.9	.0172
Bradford	392,086	16,354	5.8	16.8	33.9	21.1	.0231
Butler	1,009,245	19,104	3.6	12.1	38.3	27.7	.0573
Cameron	50,660	18,432	5.5	20.2	31.8	27.8	.0025
Clarion	273,289	16,957	5.6	13.8	33.6	23.2	.0161
Clearfield	552,033	17,219	5.6	13.4	31.2	26.1	.0345
Clinton	237,900	16,056	5.8	18.4	36.9	17.8	.0152

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Pittsburgh Post-Gazette

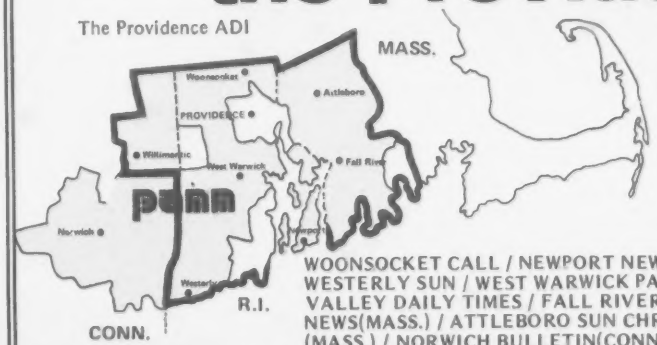
Represented by Story & Kelly-Smith, Inc.

PA. (cont.) S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Columbia	397,751	16,384	5.5	18.3	35.6	19.9	.0235
Crawford	528,852	15,446	5.7	18.5	34.3	17.5	.0322
Elk	235,434	16,800	4.8	19.0	38.0	19.9	.0131
Fayette	981,710	15,563	6.6	14.6	30.6	21.2	.0618
Forest	35,929	18,314	5.7	13.1	31.6	28.5	.0018
Franklin	713,141	16,200	5.5	19.8	35.4	19.5	.0422
Fulton	75,247	14,286	6.8	19.9	31.4	15.5	.0041
Greene	225,151	14,238	6.7	14.3	30.5	17.4	.0132
Huntingdon	241,731	14,734	6.4	19.0	30.7	18.3	.0139
Indiana	683,032	19,258	5.1	12.7	29.2	33.2	.0371
Jefferson	305,659	15,868	5.5	15.6	31.5	21.4	.0179
Juniata	109,285	14,891	6.8	20.1	34.5	15.0	.0062
Lawrence	699,787	17,407	4.7	14.3	37.0	22.6	.0410
Lebanon	788,642	18,608	4.9	15.2	37.8	26.5	.0457
McKean	304,237	15,322	6.1	18.5	35.2	16.1	.0180
Mifflin	278,759	15,010	5.8	19.8	34.4	15.7	.0173
Montour	114,608	18,281	4.9	14.9	33.9	27.8	.0062
Northumberland	621,403	15,108	6.0	18.3	32.7	17.7	.0364
Pike	122,797	14,563	7.3	18.2	30.0	18.3	.0063
Potter	98,479	14,265	6.0	20.5	32.1	15.0	.0055
Schuylkill	984,637	15,122	6.3	17.8	32.9	17.6	.0560
Snyder	211,227	17,712	5.4	15.4	36.0	24.5	.0123
Sullivan	40,657	15,195	5.5	16.3	24.4	26.3	.0020
☐ Susquehanna	196,890	13,326	7.7	22.3	31.2	11.4	.0115
Tioga	237,892	15,310	5.4	19.1	32.9	18.4	.0139
Union	207,104	17,161	5.0	17.3	31.9	25.8	.0122
Venango	419,892	16,424	5.3	16.4	35.5	20.3	.0234
Warren	334,943	18,089	4.8	14.2	35.6	26.1	.0270
Wayne	212,773	14,765	6.8	19.5	31.2	17.8	.0126
Wyoming	131,266	13,499	7.6	21.7	32.5	10.8	.0091
TOTAL METRO COUNTIES	**79,747,066**	**20,266**	**4.4**	**12.3**	**31.1**	**35.3**	**4.2553**
TOTAL STATE	**93,369,946**	**19,488**	**4.6**	**13.1**	**31.5**	**32.8**	**5.0609**

RHODE ISLAND

R.I. S&MM ESTIMATES	POPULATION—12/31/80							RETAIL SALES BY STORE GROUP 1980						
METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - WARWICK - PAWTUCKET	**867.8**	**.3798**	**32.5**	**13.1**	**15.5**	**15.5**	**30.5**	**314.5**	**3,063,861**	**725,265**	**265,773**	**359,255**	**129,195**	**415,222**	**105,946**
Bristol	46.9	.0205	32.0	12.6	15.4	17.3	28.1	15.6	106,338	31,318	9,395	1,418	4,488	20,090	5,336
Kent	154.8	.0678	31.4	11.4	16.7	17.3	26.7	55.1	739,906	156,618	61,779	185,044	16,542	92,947	19,640
• Warwick	87.2	.0382	32.5	10.6	15.4	18.0	28.1	30.8	539,694	98,225	44,486	179,798	11,813	55,569	10,067
Providence	571.6	.2501	33.7	12.8	15.0	15.1	33.0	211.9	1,891,177	460,219	161,345	154,828	93,855	258,151	70,661
Cranston	72.0	.0315	36.0	11.0	14.3	16.9	34.2	24.9	194,371	46,697	21,377	10,392	14,583	18,458	11,936
East Providence	51.3	.0225	33.2	11.0	16.2	15.6	3[illegible]	18.5	201,246	44,795	12,472	8,869	11,808	51,313	8,444

It takes 2 buys to dominate the Providence ADI



. . .PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with 62%.

- The PANN market is comprised of 56 contiguous townships accounting for 52% of the ADI households.
- The PANN Newspaper Network (8 strong daily newspapers) covers 24.6% of the ADI households with 142,836 ADI circulation; plus a total circulation of 179,165.

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PROVIDENCE AREA NEWSPAPER NETWORK

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R.I. (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Pawtucket	70.9	.0310	35.5	11.3	14.3	14.9	35.5	28.1	273,338	59,401	13,601	26,343	10,714	46,433	10,820
• Providence	155.5	.0681	33.6	16.4	14.8	12.7	35.2	62.7	541,000	92,474	47,747	47,747	35,862	73,200	17,533
Woonsocket	45.9	.0201	33.4	12.0	14.9	14.3	33.3	17.7	145,196	36,266	12,534	10,130	8,024	21,141	6,512
Washington	94.5	.0414	27.4	17.8	17.3	14.0	22.9	31.9	326,440	77,110	33,254	17,965	14,310	44,034	10,309
SUBURBAN TOTAL	554.2	.2425	31.8	12.8	16.0	15.9	29.1	192.9	1,709,829	475,165	159,939	105,367	70,806	240,020	67,526
OTHER COUNTIES															
Newport	81.8	.0358	27.9	17.3	16.5	14.6	23.7	28.7	262,146	57,325	37,698	15,967	6,711	34,831	10,576
TOTAL METRO COUNTIES	**867.8**	**.3798**	**32.5**	**13.1**	**15.5**	**15.5**	**30.5**	**314.5**	**3,063,861**	**725,265**	**265,773**	**359,255**	**129,195**	**415,222**	**105,946**
TOTAL STATE	**949.6**	**.4156**	**32.0**	**13.4**	**15.7**	**15.4**	**30.0**	**343.2**	**3,326,007**	**782,590**	**303,471**	**375,222**	**135,906**	**450,053**	**116,522**

R.I.

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
PROVIDENCE - WARWICK - PAWTUCKET	**6,830,449**	**19,228**	**4.6**	**13.3**	**31.2**	**31.8**	**.3592**
Bristol	366,317	20,053	3.7	13.7	32.9	34.1	.0175
Kent	1,299,437	21,949	3.4	11.1	33.8	38.9	.0723
• Warwick	751,943	22,596	3.4	10.1	33.1	41.4	.0451
Providence	4,387,407	18,265	5.0	13.8	30.5	29.3	.2296
Cranston	630,248	21,895	3.8	12.2	30.8	40.5	.0297
East Providence	399,072	20,133	4.2	13.2	34.3	33.1	.0217
• Pawtucket	527,603	17,325	5.3	14.2	31.7	25.7	.0292

ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
• Providence	1,190,494	15,038	6.3	15.4	27.2	22.9	.0632
Woonsocket	307,531	15,864	5.3	15.9	31.5	21.1	.0170
Washington	777,288	19,935	4.6	14.0	31.3	33.8	.0398
SUBURBAN TOTAL	4,360,409	20,143	4.1	13.1	32.1	34.0	.2217
OTHER COUNTIES							
Newport	672,513	16,454	5.4	17.5	30.9	24.3	.0340
TOTAL METRO COUNTIES	**6,830,449**	**19,228**	**4.6**	**13.3**	**31.2**	**31.8**	**.3592**
TOTAL STATE	**7,502,962**	**18,983**	**4.7**	**13.7**	**31.2**	**31.1**	**.3932**

In the Primary Retail Market (PRM), the Providence Journal-Bulletin gives you 71.4% coverage and the Sunday Journal 66.3% coverage.

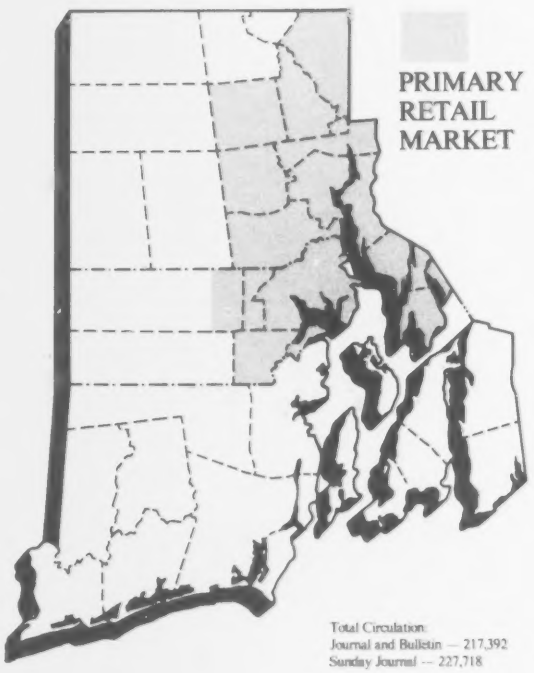
The daily Journal-Bulletin reaches 169,880 households in the PRM and the Sunday Journal 157,760 households.

And the PRM is where the action is: 71.9% of Rhode Island households, 69.2% of car expenditures (new and used), 69.9% of furniture expenditures, 71.1% of apparel expenditures, 70.0% of food at home expenditures, 74.7% of food away from home expenditures, 69.5% of non-prescription drug expenditures.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Company, 75 Fountain Street, Providence, RI 02902/(401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

The Providence Journal-Bulletin



Total Circulation:
Journal and Bulletin — 217,392
Sunday Journal — 227,718

Source: Net paid circulation from ABC Publishers Statement for 26-week period ending 9/28/80. Household estimates from Providence Journal-Bulletin research department. Expenditures from Urban Decision Systems, 1980 estimates.

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SOUTH CAROLINA

S.C.
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**135.3**	**.0592**	**31.5**	**11.6**	**17.4**	**17.4**	**26.6**	**48.1**	**572,803**	**147,382**	**31,598**	**72,111**	**30,452**	**119,048**	**18,096**
Anderson	135.3	.0592	31.5	11.6	17.4	17.4	26.6	48.1	572,803	147,382	31,598	72,111	30,452	119,048	18,096
• Anderson	27.3	.0119	33.3	12.3	14.1	16.9	30.6	10.1	331,255	57,096	21,285	61,929	16,552	73,386	8,903
SUBURBAN TOTAL	108.0	.0473	31.2	11.5	18.2	17.5	25.5	38.0	241,548	90,286	10,313	10,182	13,900	45,662	9,193
CHARLESTON - NORTH CHARLESTON	**436.8**	**.1914**	**26.3**	**15.3**	**17.9**	**16.1**	**18.2**	**141.7**	**1,547,855**	**374,727**	**130,248**	**205,660**	**71,364**	**271,836**	**45,219**
Berkeley	96.9	.0425	25.4	12.5	19.6	16.0	15.2	30.0	148,121	66,884	7,086	7,265	4,598	15,728	4,936
Charleston	279.5	.1224	26.4	17.1	17.5	16.0	18.9	92.6	1,234,782	253,697	115,815	184,975	59,635	218,551	34,481
• Charleston	69.7	.0305	30.5	14.6	13.8	16.1	27.7	26.8	459,400	87,482	51,636	62,447	25,129	78,616	11,773
• North Charleston	66.4	.0291	24.2	30.8	21.9	13.6	10.9	18.4	337,649	59,225	32,276	44,591	24,853	54,595	3,987
Dorchester	60.4	.0265	27.2	11.2	17.7	16.6	19.6	19.1	164,952	54,146	7,347	13,420	7,111	37,557	5,802
SUBURBAN TOTAL	300.7	.1318	26.3	12.0	18.0	16.7	17.6	96.5	750,806	228,020	46,336	98,622	21,382	138,625	29,459
COLUMBIA	**414.7**	**.1816**	**27.0**	**17.9**	**17.8**	**16.2**	**19.6**	**137.1**	**1,676,626**	**382,097**	**135,654**	**237,503**	**73,942**	**314,806**	**53,403**
Lexington	144.3	.0632	28.6	12.7	20.2	17.6	19.5	49.5	442,388	142,980	37,362	34,422	11,018	79,421	9,861
Richland	270.4	.1184	26.0	20.7	16.5	15.5	19.6	87.6	1,234,238	239,117	98,292	203,081	62,924	235,385	43,542
• Columbia	98.1	.0429	24.7	30.0	14.2	12.8	21.9	30.3	575,699	67,382	48,469	97,936	43,513	140,812	26,426
SUBURBAN TOTAL	316.6	.1387	27.7	14.2	18.8	17.3	18.9	106.8	1,100,927	314,715	87,185	139,567	30,429	173,994	26,977
FLORENCE	**111.7**	**.0489**	**28.5**	**12.1**	**16.8**	**16.4**	**22.5**	**36.6**	**475,616**	**102,759**	**25,643**	**69,595**	**23,398**	**85,431**	**12,127**
Florence	111.7	.0489	28.5	12.1	16.8	16.4	22.5	36.6	475,616	102,759	25,643	69,595	23,398	85,431	12,127
• Florence	30.3	.0133	29.0	10.7	11.9	18.0	24.9	10.8	279,530	55,390	16,723	44,122	14,461	53,487	8,800
SUBURBAN TOTAL	81.4	.0356	28.3	12.6	18.7	15.9	21.6	25.8	196,086	47,369	8,920	25,473	8,937	31,944	3,327
GREENVILLE - SPARTANBURG	**575.4**	**.2518**	**30.3**	**13.9**	**17.8**	**17.3**	**24.3**	**201.8**	**2,457,027**	**583,951**	**196,519**	**304,341**	**101,382**	**453,942**	**92,835**
Greenville	291.2	.1275	30.2	13.2	18.3	17.6	23.7	103.9	1,307,955	295,180	99,840	195,110	52,784	231,233	45,099
• Greenville	57.9	.0253	31.5	15.7	14.7	16.8	28.0	21.9	581,952	75,052	48,139	124,457	37,672	100,383	23,495
Pickens	80.7	.0353	28.3	19.4	17.2	15.9	22.7	26.7	265,509	80,584	24,373	11,404	10,757	53,755	12,482
Spartanburg	203.5	.0890	31.1	12.7	17.3	17.5	25.7	71.2	883,563	208,187	72,306	97,827	37,841	168,954	35,254
• Spartanburg	43.9	.0192	31.7	14.2	15.3	16.5	28.4	16.1	544,094	128,263	53,259	52,790	18,855	106,929	25,407
SUBURBAN TOTAL	473.6	.2073	30.0	13.6	18.5	17.4	23.4	163.8	1,330,981	380,536	95,121	127,094	44,855	246,630	43,933
ROCK HILL	**108.4**	**.0474**	**29.1**	**13.9**	**16.7**	**16.7**	**23.5**	**35.8**	**381,223**	**102,843**	**36,848**	**41,588**	**12,194**	**71,976**	**14,778**
York	108.4	.0474	29.1	13.9	16.7	16.7	23.5	35.8	381,223	102,843	36,848	41,588	12,194	71,976	14,778
• Rock Hill	35.4	.0155	24.8	18.5	11.8	15.5	22.0	11.7	278,887	73,685	27,427	37,516	8,888	48,481	10,496
SUBURBAN TOTAL	73.0	.0319	30.5	11.8	19.0	17.2	24.3	24.1	102,336	29,158	9,421	4,072	3,306	23,495	4,282
OTHER COUNTIES															
Abbeville	22.8	.0099	31.8	13.6	14.5	16.2	29.2	7.8	42,042	18,960	1,949	2,564	1,606	6,027	2,573
☐ Aiken	106.8	.0468	30.0	11.4	17.5	18.3	22.9	37.3	345,729	106,213	18,468	34,146	10,484	60,459	13,883
Allendale	10.8	.0047	29.4	12.4	13.7	14.7	27.6	3.5	22,532	7,264	1,521	466	775	2,746	1,418
Bamberg	18.2	.0080	26.1	15.1	12.6	13.4	25.4	5.7	38,915	13,635	1,555	5,127	1,213	4,102	1,440
Barnwell	20.0	.0087	29.0	11.6	14.3	15.7	25.8	6.6	55,250	21,819	1,731	2,135	2,835	13,115	1,397
Beaufort	66.5	.0291	22.9	23.6	16.1	11.8	15.0	20.9	247,339	61,825	18,783	22,798	19,277	30,888	8,033
Calhoun	12.3	.0053	29.9	10.8	13.7	13.9	29.1	4.0	17,650	5,430	605	138	795	5,107	1,027
Cherokee	41.3	.0180	30.3	12.7	16.7	16.6	25.5	13.9	145,889	41,559	10,472	8,255	3,732	23,146	5,754
Chester	30.2	.0132	30.8	11.6	15.1	15.9	27.8	10.1	82,496	25,998	5,604	4,822	3,026	15,125	5,019
Chesterfield	38.5	.0169	29.5	12.2	16.7	15.7	25.1	13.1	111,142	37,693	4,533	8,039	4,189	20,670	7,211
Clarendon	27.6	.0121	27.2	12.2	13.4	14.5	25.1	8.6	80,507	25,625	4,744	5,541	1,235	11,391	2,956
Colleton	32.0	.0140	30.1	11.5	14.1	15.5	27.6	10.5	70,949	23,480	4,296	7,516	2,798	5,989	3,606
Darlington	63.3	.0277	28.5	12.6	16.2	16.1	23.4	20.5	165,741	47,481	12,210	12,430	4,597	23,291	8,513
Dillon	31.2	.0136	26.8	12.3	14.0	14.7	23.7	9.5	100,951	30,498	2,386	6,765	3,958	13,220	3,870
Edgefield	17.7	.0077	29.2	12.6	14.6	15.9	25.6	5.7	41,072	9,024	529	934	2,192	18,166	1,427
Fairfield	20.7	.0091	29.0	11.9	13.8	14.7	27.0	6.4	47,954	19,849	1,677	2,335	715	7,679	1,879
Georgetown	43.1	.0188	26.6	11.5	14.0	15.5	22.8	13.7	167,644	39,347	15,752	11,319	4,995	36,549	6,480
Greenwood	58.4	.0255	31.7	11.9	16.8	17.6	26.8	20.7	231,967	56,786	13,793	24,145	10,749	33,767	7,677
Hampton	18.3	.0080	28.9	11.9	13.8	14.6	26.9	6.1	64,523	22,176	1,522	6,239	3,082	8,960	2,147
Horry	103.9	.0455	28.1	12.5	16.1	16.6	22.3	36.2	593,274	107,710	77,058	82,444	24,099	107,385	22,164
Jasper	14.7	.0064	29.0	10.5	14.2	14.9	26.6	4.7	48,793	9,777	4,924	223	763	5,078	240
Kershaw	39.3	.0172	29.7	11.9	15.9	16.8	24.8	13.4	117,946	35,333	6,457	11,659	4,609	24,258	2,606
Lancaster	54.0	.0237	29.5	12.7	17.6	16.8	23.5	18.2	164,793	47,366	8,265	16,563	8,011	29,455	8,242
Laurens	52.4	.0229	30.3	14.6	16.2	15.8	26.6	17.2	131,790	37,662	8,607	14,604	3,619	27,673	4,928

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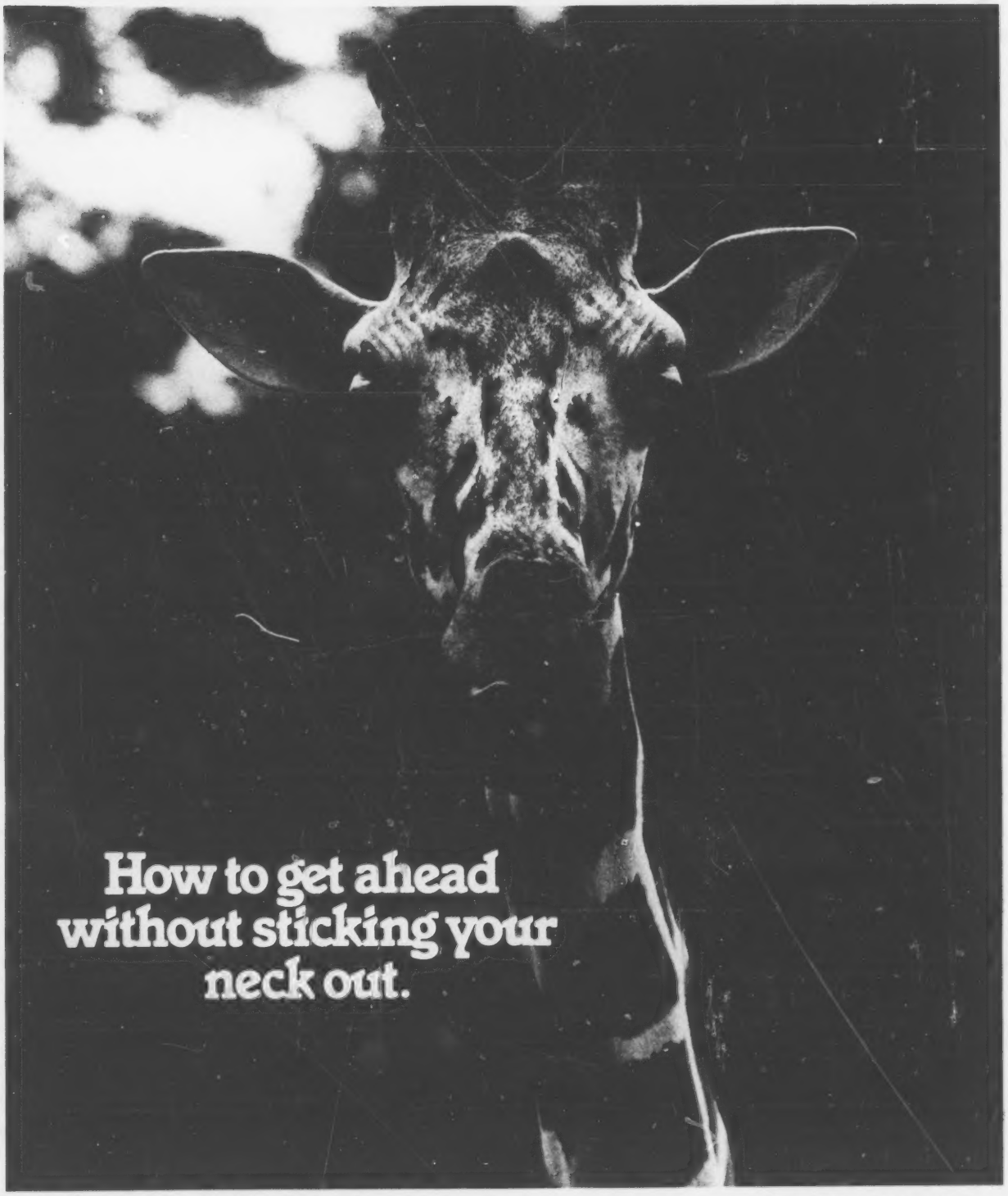

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Sources: SRDS 5-12-81 and 1981 Survey of Buying Power

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S.C. (cont.)

S&M ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Lee	19.0	.0083	27.4	11.7	13.1	15.0	25.0	5.7
McCormick	7.8	.0034	27.2	13.1	14.4	13.7	25.0	2.4
Marion	34.5	.0151	28.4	12.3	13.6	15.6	25.4	11.0
Marlboro	31.9	.0139	28.5	12.0	14.7	15.1	25.3	10.0
Newberry	31.2	.0137	33.5	12.2	14.3	15.8	32.0	11.0
Oconee	49.2	.0215	30.7	11.8	18.5	16.6	25.5	17.8
Orangeburg	83.1	.0364	27.8	14.2	14.6	15.0	24.5	26.2
Saluda	16.3	.0071	31.8	10.9	14.8	15.9	29.4	5.4
Sumter	88.9	.0390	25.8	15.1	16.9	15.8	18.6	27.8
Union	30.9	.0135	31.9	11.5	16.4	16.8	28.1	10.7
Williamsburg	38.6	.0169	26.0	12.1	13.1	14.9	23.3	11.6
TOTAL METRO COUNTIES	**1,889.1**	**.8271**	**28.5**	**14.7**	**17.7**	**16.7**	**21.8**	**638.4**
TOTAL STATE	**3,157.7**	**1.3819**	**28.5**	**14.1**	**16.8**	**16.3**	**22.8**	**1,055.0**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lee	27,659	10,793	2,694	1,831	787	4,850	345
McCormick	10,185	5,920	385	272	182	869	609
Marion	90,632	32,355	3,029	7,517	4,441	16,293	4,319
Marlboro	78,001	27,742	4,326	6,474	2,197	18,557	3,464
Newberry	110,575	28,483	4,319	8,155	4,693	29,062	4,931
Oconee	162,014	48,032	6,879	10,232	7,742	29,368	9,094
Orangeburg	273,702	62,216	16,945	26,324	9,122	52,524	9,345
Saluda	28,167	11,138	793	1,107	718	5,080	1,625
Sumter	319,284	71,161	19,268	28,199	15,333	71,692	9,343
Union	76,100	25,332	3,693	4,778	1,822	9,534	4,398
Williamsburg	84,842	22,480	3,016	4,893	4,406	23,499	2,933
TOTAL METRO COUNTIES	**7,456,879**	**1,799,972**	**574,978**	**964,944**	**323,216**	**1,377,498**	**250,341**
TOTAL STATE	**11,509,199**	**2,891,941**	**849,298**	**1,321,787**	**487,529**	**2,112,613**	**411,354**

S.C.

S&M ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANDERSON	**866,641**	**16,428**	**5.7**	**17.4**	**32.1**	**22.9**	**.0535**
Anderson	866,641	16,428	5.7	17.4	32.1	22.9	.0535
• Anderson	189,974	15,675	6.6	16.4	28.0	24.2	.0179
SUBURBAN TOTAL	676,667	16,617	5.4	17.7	33.1	22.6	.0356
CHARLESTON - NORTH CHARLESTON	**2,676,744**	**15,418**	**5.7**	**16.8**	**28.5**	**22.9**	**.1602**
Berkeley	505,702	14,979	5.1	18.2	29.3	20.6	.0270
Charleston	1,873,619	15,961	5.8	15.8	28.0	25.0	.1145
• Charleston	490,731	14,272	6.1	15.1	23.7	24.2	0339
• North Charleston	503,223	14,869	6.8	18.4	30.1	19.5	0302
Dorchester	297,423	13,979	6.6	19.1	29.6	16.4	.0187
SUBURBAN TOTAL	1,682,790	15,791	5.4	16.9	29.6	23.2	.0961
COLUMBIA	**3,007,393**	**18,010**	**5.4**	**15.3**	**29.2**	**30.2**	**.1715**
Lexington	956,614	18,037	5.3	15.6	32.1	27.8	.0529
Richland	2,050,779	17,993	5.4	15.2	27.6	31.5	.1186
• Columbia	730,087	15,246	6.4	16.7	25.1	25.7	0466
SUBURBAN TOTAL	2,277,306	18,731	5.0	14.9	30.4	31.5	.1249
FLORENCE	**700,504**	**16,214**	**6.1**	**15.3**	**26.7**	**26.8**	**.0439**
Florence	700,504	16,214	6.1	15.3	26.7	26.8	.0439
• Florence	227,294	16,610	6.6	15.5	25.3	29.3	0176
SUBURBAN TOTAL	473,210	16,040	5.8	15.2	27.3	25.9	.0263
GREENVILLE - SPARTANBURG	**4,003,642**	**17,510**	**5.5**	**15.8**	**29.9**	**28.2**	**.2368**
Greenville	2,188,928	18,842	5.1	14.3	29.3	32.3	.1264
• Greenville	483,950	17,548	6.1	13.3	24.5	32.2	0365
Pickens	451,672	14,842	7.0	19.5	33.1	16.3	.0276
Spartanburg	1,363,042	16,923	5.6	16.5	29.7	26.7	.0828
• Spartanburg	342,605	16,954	5.9	15.1	23.7	31.7	.0302
SUBURBAN TOTAL	3,177,087	17,572	5.3	16.2	31.3	27.3	.1701
ROCK HILL	**713,162**	**18,337**	**5.3**	**15.2**	**30.5**	**29.6**	**.0411**
York	713,162	18,337	5.3	15.2	30.5	29.6	.0411
• Rock Hill	228,429	17,255	6.3	16.4	29.9	26.7	.0181
SUBURBAN TOTAL	484,733	18,823	4.9	14.6	30.8	30.9	.0230
OTHER COUNTIES							
Abbeville	126,882	14,796	6.4	18.6	29.6	19.7	.0069
☐ Aiken	787,456	19,261	4.7	13.5	27.7	34.1	.0417

S&M ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Allendale	42,280	9,392	7.3	15.9	23.1	8.8	.0029
Bamberg	76,012	11,118	8.7	18.6	24.4	11.5	.0049
Barnwell	111,828	15,033	6.8	13.7	28.5	21.7	.0065
Beaufort	477,432	14,934	6.7	18.1	26.4	23.4	.0267
Calhoun	56,587	11,392	7.4	14.9	22.3	17.6	.0031
Cherokee	250,227	16,268	6.2	17.1	32.1	22.2	.0150
Chester	173,391	15,403	6.3	16.3	28.9	22.4	.0101
Chesterfield	227,488	15,070	6.7	17.4	28.8	21.4	.0130
Clarendon	105,346	9,055	8.6	16.8	18.4	10.8	.0080
Colleton	143,810	11,315	8.0	17.9	23.7	13.6	.0089
Darlington	355,601	14,646	6.6	15.9	26.2	22.7	.0204
Dillon	148,493	12,340	7.7	16.4	23.9	17.9	.0099
Edgefield	98,396	13,983	6.3	15.5	23.4	23.9	.0055
Fairfield	106,566	13,995	7.0	16.0	24.1	22.6	.0063
Georgetown	272,253	16,541	5.8	13.9	24.8	29.5	.0164
Greenwood	410,241	18,035	4.9	15.6	30.8	29.0	.0236
Hampton	92,485	12,110	7.2	17.8	24.7	15.6	.0063
Horry	653,302	14,449	7.2	17.2	26.0	22.1	.0455
Jasper	61,078	10,468	6.7	16.7	23.2	11.6	.0045
Kershaw	255,941	17,193	5.1	13.6	28.6	27.9	.0141
Lancaster	285,694	15,148	7.0	19.0	35.7	14.8	.0178
Laurens	316,865	16,786	5.6	17.0	31.8	24.3	.0174
Lee	93,644	11,529	7.2	13.3	20.7	20.9	.0050
McCormick	30,406	9,922	8.7	16.7	23.7	9.3	.0017
Marion	151,658	10,780	8.0	16.4	23.5	12.9	.0101
Marlboro	142,725	12,209	8.0	17.9	26.6	13.9	.0090
Newberry	179,709	14,762	6.7	16.5	30.8	18.4	.0113
Oconee	291,072	15,351	6.4	19.0	34.9	16.4	.0173
Orangeburg	419,259	12,409	7.8	15.9	23.3	19.1	.0274
Saluda	93,123	15,000	6.5	15.5	30.3	19.7	.0049
Sumter	496,755	14,419	7.2	17.6	26.5	21.4	.0313
Union	159,008	14,080	7.5	19.7	34.4	11.8	.0095
Williamsburg	151,486	10,271	8.2	17.9	21.3	11.8	.0102
TOTAL METRO COUNTIES	**12,755,542**	**17,110**	**5.5**	**15.8**	**29.3**	**27.4**	**.7487**
TOTAL STATE	**19,812,585**	**15,937**	**6.0**	**16.2**	**28.6**	**24.5**	**1.1801**

It takes Spartanburg to get the Greenville/Spartanburg, SC market

Greenville/Spartanburg market has more people spending more money than any other market in South Carolina! And it's getting bigger all the time:

Population	575,400
Effective Buying Income	$4,003,642,000
Total Retail Sales	$2,457,027,000
Households	201,800
EBI Per Household	$18,993
TRS Per Household	$12,176

37TH ADI 71ST SMSA 1ST IN S.C.

The Spartanburg Herald
THE SPARTANBURG JOURNAL

National Adv. Mgr.
Frank Smith (803) 582-4511
Represented Nationally by:
Landon Associates, 23 offices

SOURCES: S&MM SBP '81/SRDS

SOUTH DAKOTA

S.D.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SIOUX FALLS	**110.6**	**.0484**	**28.8**	**14.2**	**17.2**	**15.0**	**24.4**	**41.1**	**750,656**	**99,729**	**68,129**	**97,248**	**29,338**	**143,278**	**39,340**
Minnehaha	110.6	.0484	28.8	14.2	17.2	15.0	24.4	41.1	750,656	99,729	68,129	97,248	29,338	143,278	39,340
• Sioux Falls	82.0	.0359	28.1	15.4	17.1	15.4	23.9	31.2	607,899	77,349	62,228	94,585	28,186	86,833	38,661
SUBURBAN TOTAL	28.6	.0125	29.0	10.7	17.6	14.0	25.5	9.9	142,757	22,380	5,901	2,663	1,152	56,445	679
OTHER COUNTIES															
Aurora	3.6	.0016	36.0	7.8	12.7	16.1	32.6	1.2	5,405	889	464	117	175	195	
Beadle	19.1	.0083	31.6	12.0	15.3	15.7	29.1	7.4	83,657	15,710	5,722	5,788	2,806	23,596	4,348
Bennett	3.3	.0015	26.7	11.7	14.9	14.2	23.4	1.0	10,370	1,744	853	48	160	4,110	108
Bon Homme	8.0	.0035	32.3	17.0	12.2	13.3	33.4	2.9	23,334	4,788	2,362	282	1,335	3,910	263
Brookings	24.6	.0108	24.5	29.2	13.6	11.1	23.1	8.2	105,883	24,146	12,335	3,193	3,460	17,088	4,812
Brown	37.0	.0161	27.9	18.1	15.5	13.6	25.4	13.5	218,731	44,559	24,582	28,057	11,579	47,647	7,285
Brule	5.2	.0023	31.7	9.1	14.6	15.7	29.5	1.9	39,079	4,194	3,882	496	486	7,448	1,274
Buffalo	1.8	.0008	24.4	9.9	18.8	12.2	18.1	.4	207	44	32				
Butte	8.4	.0037	31.9	10.6	13.9	15.5	30.2	3.1	36,902	9,326	2,608	2,490	347	6,045	727
Campbell	2.2	.0010	33.5	8.2	16.5	17.8	29.8	.8	3,316	1,188	527	48	29	669	
Charles Mix	9.7	.0042	32.1	8.4	14.4	14.3	31.5	3.3	23,873	6,736	2,349	971	533	3,995	769
Clark	4.9	.0021	38.5	7.6	12.1	15.8	37.9	1.9	10,658	1,412	1,655		228	3,564	1,358
Clay	13.1	.0058	23.4	37.6	13.6	9.7	18.3	4.3	35,841	9,059	5,016	1,084	1,174	5,628	1,848
Codington	21.1	.0092	31.1	11.5	15.1	13.9	30.2	7.8	119,335	17,762	11,297	13,508	6,315	28,295	3,677
Corson	5.2	.0023	25.6	10.1	15.3	13.9	21.7	1.5	7,201	1,357	670	377	106	97	439
Custer	6.1	.0027	33.5	9.7	16.5	14.6	32.9	2.2	19,676	4,275	4,429	95	67	4,175	489
Davison	17.9	.0078	30.3	13.9	14.2	13.7	29.6	6.8	120,212	28,389	10,967	11,596	2,975	20,078	1,458
Day	8.1	.0035	37.1	8.3	11.7	14.8	37.4	3.0	18,736	4,033	1,944	484	394	6,434	1,234
Deuel	5.3	.0024	36.7	8.3	12.6	15.6	36.2	1.9	6,577	980	1,316	229	106	1,550	350
Dewey	5.4	.0023	24.7	10.4	15.5	13.5	20.4	1.5	10,163	4,133	888	678	58	1,305	
Douglas	4.2	.0019	33.9	8.5	13.9	15.0	33.5	1.4	11,343	2,757	471	268	332	3,062	227
Edmunds	5.2	.0022	34.6	7.5	13.6	15.5	34.0	1.8	13,095	3,525	1,032	113	227	4,668	389
Fall River	8.6	.0038	39.8	7.7	11.5	15.0	39.8	3.1	38,923	8,223	4,580	1,098	1,702	7,533	797
Faulk	3.3	.0014	34.8	7.4	13.9	17.1	32.7	1.2	5,025	645	595	67	27	1,051	154
Grant	9.0	.0040	33.1	9.5	13.7	13.8	33.6	3.2	28,809	4,001	2,627	505	1,525	5,268	873
Gregory	6.0	.0026	35.6	8.5	13.4	14.7	35.8	2.2	21,125	5,583	1,294	1,240	488	3,522	706
Haakon	2.8	.0012	28.6	9.6	14.9	13.8	26.7	1.0	11,332	1,708	1,324	289	684	5,177	236
Hamlin	5.3	.0023	37.9	7.8	11.5	14.1	38.6	1.9	10,972	2,782	705		51	92	574
Hand	4.9	.0022	33.6	7.5	14.4	17.3	30.7	1.8	21,664	7,008	795	806	202	3,435	1,723
Hanson	3.4	.0015	32.7	8.1	14.1	14.6	32.2	1.1	3,297	418	434	43	340	46	
Harding	1.7	.0007	31.5	10.1	15.4	14.2	30.4	.6	3,496	120	176	91	27	480	209
Hughes	14.4	.0063	28.6	11.1	17.5	15.1	23.7	5.3	76,645	22,238	7,293	1,698	3,226	13,774	1,049
Hutchinson	9.3	.0041	38.1	8.3	12.6	15.2	37.9	3.4	30,369	5,873	1,757	357	314	2,702	4,005
Hyde	2.1	.0009	34.4	8.7	12.2	16.0	33.3	.8	3,039	925	96		116	176	
Jackson	3.6	.0016	27.1	11.3	16.0	13.4	24.0	.9	13,306	1,016	644	90	36	909	
Jerauld	2.9	.0013	35.1	8.0	12.8	14.0	36.2	1.1	4,911	1,384	373	198		267	117
Jones	1.5	.0006	31.6	10.4	16.2	15.5	29.1	.6	12,420	1,880	297	68	23	3,430	235
Kingsbury	6.7	.0029	39.0	7.6	11.2	15.4	38.7	2.6	15,907	3,988	1,400	829	940	2,886	478
Lake	10.7	.0047	30.2	18.0	12.5	13.2	30.8	4.0	41,298	8,575	3,970	2,284	776	12,936	855
Lawrence	18.4	.0081	27.8	18.3	13.8	13.9	26.2	6.9	75,293	21,257	11,670	2,373	1,910	11,906	1,417
Lincoln	14.3	.0062	34.4	8.8	13.7	14.8	34.4	4.9	27,882	5,321	3,722	336	869	3,961	1,711

In South Carolina, Metro Greenville is the No. 1:

- ☐ Food Market
- ☐ Liquor Market
- ☐ Automotive Market
- ☐ Home Furnishings Market
- ☐ Building Supply Market
- ☐ Drugstore Market
- ☐ Market for Population
- ☐ Apparel/Accessories Market
- ☐ White-collar Employment Market
- ☐ Market for Effective Buying Income
- ☐ Market for Households
- ☐ Market for Total Retail Sales

☑ ALL OF THE ABOVE

Metro Greenville is the first and only $2 billion market for total retail sales in South Carolina. Reach it efficiently with

The Greenville News – and – **GREENVILLE PIEDMONT**

Multimedia Inc. Newspapers

Sources: S&MM 1980 Survey of Buying Power. Further reproduction prohibited. S.C. Tax Commission, 1980. S.C. Employment Security Commission, 1980. Metro Greenville is the Greenville/Spartanburg SMSA. Contact your nearest Sawyer-Ferguson-Walker office or call Greenville, S.C., 803/298-4342.

S.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lyman	3.8	.0017	29.4	8.9	15.9	14.6	26.5	1.3	10,870	3,939	576			541	79
McCook	6.4	.0028	36.8	8.2	12.1	14.3	37.4	2.3	17,542	1,909	1,431	211	30	2,542	128
McPherson	4.0	.0018	37.6	7.9	11.8	18.2	34.9	1.5	7,368	2,041	445	71	181	739	457
Marshall	5.4	.0023	35.7	8.0	14.1	14.8	35.8	2.0	14,191	2,434	1,820	437	764	4,046	412
Meade	21.1	.0093	26.2	17.2	18.2	16.7	17.3	6.6	51,733	15,022	2,539	1,935	559	9,475	1,543
Mellette	2.2	.0009	27.8	11.1	16.6	15.0	23.1	.7	1,582	168	77	156	193		99
Miner	3.7	.0016	39.7	8.4	10.3	14.7	39.8	1.4	8,408	1,785	1,084	92	392	1,035	244
Moody	6.7	.0030	34.7	9.3	12.4	14.0	35.7	2.4	22,475	3,169	1,190	137	82	10,981	614
Pennington	71.0	.0310	25.1	16.4	17.5	14.0	18.7	25.8	479,756	86,797	58,234	56,842	29,127	94,466	11,420
Rapid City	46.6	.0204	24.8	17.5	16.1	14.4	19.1	17.2	455,997	82,720	54,196	56,697	29,088	94,331	5,766
Perkins	4.7	.0021	34.1	9.3	13.6	16.5	32.2	1.8	16,748	4,592	1,153	741	676	1,174	288
Potter	3.7	.0016	31.9	8.7	14.7	15.3	30.1	1.3	11,950	3,587	1,144	959	418	2,173	819
Roberts	11.0	.0048	33.7	8.4	13.1	13.7	34.5	3.8	27,333	3,910	3,137	2,761	515	3,006	663
Sanborn	3.2	.0014	36.8	7.8	10.9	16.3	35.7	1.2	3,108	745	354	94	50	91	
Shannon	11.5	.0051	20.3	12.4	15.2	11.8	14.7	2.3	6,104	2,496	517				
Spink	9.2	.0040	34.3	9.4	14.3	15.6	33.5	3.3	26,583	5,083	3,199	709	435	5,391	1,132
Stanley	2.5	.0011	28.1	11.9	17.0	14.3	24.0	.9	6,654	3,243	840			1,562	
Sully	2.0	.0009	30.9	7.5	16.4	17.7	25.5	.7	10,361	1,110	200		110	4,661	74
Todd	7.4	.0032	21.1	12.1	15.3	12.7	15.3	1.9	13,248	3,849	801	674	25		
Tripp	7.2	.0032	31.2	9.6	14.2	15.7	28.9	2.6	34,171	6,625	1,485	1,636	2,975	5,381	352
Turner	9.3	.0040	39.8	7.8	11.9	15.8	39.3	3.5	22,796	4,767	1,720	1,141	660	5,775	990
Union	11.1	.0049	33.1	10.0	13.8	15.1	32.3	4.0	17,439	2,406	2,518	211	905	1,448	256
Walworth	6.9	.0030	32.9	8.8	15.1	15.1	31.7	2.6	35,963	4,723	2,549	1,438	690	10,738	1,432
Yankton	19.0	.0083	30.0	15.0	15.7	13.9	28.2	8.7	94,284	20,579	8,304	9,284	3,815	10,404	3,071
Ziebach	2.3	.0010	23.7	11.8	14.6	15.0	18.1	.6	2,606	352	332	86			155
TOTAL METRO COUNTIES	**110.6**	**.0484**	**28.8**	**14.2**	**17.2**	**15.0**	**24.4**	**41.1**	**750,656**	**99,729**	**68,129**	**97,248**	**29,338**	**143,278**	**39,340**
TOTAL STATE	**694.2**	**.3038**	**29.5**	**13.6**	**15.1**	**14.4**	**27.3**	**246.7**	**3,063,236**	**579,011**	**302,931**	**259,157**	**118,088**	**592,017**	**109,762**

S.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SIOUX FALLS	**978,250**	**21,968**	**4.3**	**10.9**	**26.5**	**41.0**	**.0600**
Minnehaha	978,250	21,968	4.3	10.9	26.5	41.0	.0600
• Sioux Falls	790,481	23,241	4.2	9.6	24.5	45.0	.0479
SUBURBAN TOTAL	187,769	18,664	4.6	14.7	33.0	28.3	.0121
OTHER COUNTIES							
Aurora	20,452	13,238	8.9	19.7	22.0	21.9	.0009
Beadle	145,934	17,260	6.0	12.5	27.5	28.2	.0083
Bennett	18,855	14,514	7.2	15.1	24.1	24.1	.0013
Bon Homme	57,774	15,140	7.4	16.2	25.4	25.0	.0030
Brookings	181,124	17,274	6.3	15.3	27.2	29.7	.0103
Brown	283,730	17,564	5.1	15.3	28.4	29.7	.0179
Brule	33,677	14,422	7.4	18.2	24.2	23.8	.0026
Buffalo	5,562	9,429	8.2	17.0	16.2	14.8	.0003
Butte	51,380	14,393	6.2	16.1	30.1	17.8	.0033
Campbell	20,828	16,333	7.5	15.4	21.6	34.2	.0008
Charles Mix	59,214	13,879	6.2	15.0	25.4	21.1	.0033
Clark	28,000	12,096	9.8	20.9	25.5	12.1	.0015
Clay	82,123	14,901	6.8	16.3	27.0	22.8	.0045
Codington	148,917	16,463	6.3	15.0	29.5	25.4	.0097
Corson	23,562	12,800	7.2	17.8	24.9	17.2	.0014
Custer	36,632	14,153	7.3	16.1	28.7	19.1	.0022
Davison	126,698	15,552	6.8	16.7	27.6	24.3	.0087
Day	45,990	12,281	7.8	16.3	25.7	15.7	.0025
Deuel	38,873	14,055	6.3	14.8	17.4	29.9	.0018
Dewey	40,426	19,690	3.8	12.4	25.7	37.5	.0019
Douglas	25,890	15,205	8.1	15.7	30.1	20.5	.0014
Edmunds	28,967	12,975	6.9	21.8	27.5	14.1	.0017
Fall River	61,536	15,663	8.0	14.9	28.1	23.9	.0036
Faulk	27,582	16,425	7.6	15.3	27.3	27.1	.0012
Grant	66,836	16,848	7.0	13.9	24.7	30.2	.0035
Gregory	33,515	12,139	6.7	15.7	25.8	15.2	.0021
Haakon	21,176	18,844	4.1	12.5	30.0	32.5	.0012
Hamlin	26,723	11,829	9.1	19.0	25.2	12.9	.0016
Hand	41,479	15,845	6.6	14.8	24.3	28.4	.0022
Hanson	13,685	9,429	11.1	21.9	17.6	7.6	.0008
Harding	9,345	12,031	6.8	22.2	21.3	16.5	.0005
Hughes	118,246	20,321	5.2	13.2	30.5	37.1	.0069

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Hutchinson	62,756	13,639	6.3	16.2	22.8	23.1	.0035
Hyde	11,844	10,118	10.3	14.9	23.2	12.4	.0007
Jackson	8,691	8,019	9.9	20.2	15.0	5.1	.0009
Jerauld	14,962	11,324	6.5	17.5	26.4	10.7	.0008
Jones	7,883	12,619	8.0	20.0	30.5	9.0	.0007
Kingsbury	54,468	17,091	6.4	13.6	27.1	29.9	.0026
Lake	81,916	16,661	6.2	16.5	25.7	29.6	.0045
Lawrence	125,676	16,508	5.3	13.3	34.5	20.5	.0074
Lincoln	92,639	16,211	6.7	15.5	27.0	26.9	.0047
Lyman	24,948	16,073	6.9	16.9	28.4	24.2	.0013
McCook	39,818	13,247	7.9	18.9	24.3	19.0	.0023
McPherson	22,672	12,117	8.1	20.6	21.8	16.7	.0011
Marshall	28,683	11,687	9.1	21.6	22.2	12.9	.0018
Meade	158,849	18,832	3.7	15.5	33.0	31.7	.0078
Mellette	10,642	11,320	9.3	15.9	23.0	15.4	.0005
Miner	23,131	13,186	6.5	19.6	24.6	17.8	.0012
Moody	39,894	13,923	9.2	18.7	27.7	18.2	.0024
Pennington	512,641	17,249	5.6	16.4	32.4	25.5	.0352
Rapid City	345,317	17,771	5.5	14.9	32.1	27.2	.0278
Perkins	31,766	15,279	7.2	15.4	27.8	23.2	.0018
Potter	26,435	15,881	5.6	14.2	26.8	26.1	.0015
Roberts	55,643	11,520	9.7	20.6	23.6	12.3	.0032
Sanborn	22,459	15,658	5.3	15.2	26.9	25.2	.0011
Shannon	40,078	12,115	7.3	16.4	19.5	21.2	.0023
Spink	59,436	14,797	7.8	18.5	29.0	20.3	.0032
Stanley	17,113	16,023	6.7	25.0	31.9	21.1	.0010
Sully	10,902	11,613	11.4	24.6	18.4	16.3	.0008
Todd	32,306	12,528	9.5	17.0	18.4	24.9	.0020
Tripp	50,649	15,543	7.6	14.7	26.0	25.5	.0031
Turner	58,205	12,805	7.2	16.9	24.2	18.5	.0031
Union	85,995	15,916	6.8	15.9	24.2	28.2	.0038
Walworth	45,544	15,212	6.2	18.6	30.2	20.6	.0030
Yankton	148,203	18,085	6.6	14.9	24.6	32.0	.0086
Ziebach	9,540	10,037	9.3	18.7	14.8	16.7	.0005
TOTAL METRO COUNTIES	**978,250**	**21,968**	**4.3**	**10.9**	**26.5**	**41.0**	**.0600**
TOTAL STATE	**4,919,368**	**16,477**	**6.2**	**15.2**	**27.2**	**27.2**	**.2913**

TENNESSEE

TENN. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**430.4**	**.1886**	**30.6**	**12.1**	**17.1**	**17.7**	**24.7**	**153.7**	**1,686,510**	**402,028**	**120,820**	**252,802**	**67,018**	**272,314**	**52,118**
Hamilton	289.8	.1269	30.9	12.4	16.5	17.8	25.5	105.1	1,306,525	260,362	104,469	220,031	55,824	226,695	40,061
• Chattanooga	171.2	.0749	32.0	11.9	14.8	16.5	29.0	64.3	906,689	151,188	72,523	139,430	35,543	207,652	29,161
Marion	24.7	.0109	29.8	11.9	16.2	16.6	24.9	8.5	65,962	23,630	2,226	4,886	4,296	7,825	850
Sequatchie	8.8	.0039	29.2	12.0	17.9	15.4	24.3	3.0	15,667	7,826	508	896	379	1,498	1,047
Catoosa, Ga.	*37.7*	*.0165*	*29.4*	*11.3*	*20.1*	*19.0*	*19.8*	*13.0*	*126,109*	*40,098*	*6,382*	*23,408*	*2,156*	*11,684*	*6,323*
Dade, Ga.	*12.5*	*.0055*	*28.0*	*13.9*	*17.9*	*16.2*	*21.3*	*4.1*	*38,316*	*13,420*	*1,560*	*811*	*1,648*	*3,157*	*828*
Walker, Ga.	*56.9*	*.0249*	*30.6*	*11.0*	*17.6*	*18.0*	*24.4*	*20.0*	*133,931*	*56,692*	*5,675*	*2,770*	*2,715*	*21,455*	*3,009*
SUBURBAN TOTAL	259.2	.1137	29.8	12.2	18.7	18.5	21.9	89.4	779,821	250,840	48,297	113,372	31,475	64,662	22,957
CLARKSVILLE - HOPKINSVILLE	**153.0**	**.0669**	**24.5**	**19.6**	**14.9**	**14.7**	**19.1**	**48.3**	**569,978**	**115,403**	**39,867**	**90,619**	**30,031**	**118,759**	**15,185**
Montgomery	85.2	.0372	25.4	18.3	15.5	16.1	18.9	28.2	323,204	60,762	25,069	54,362	17,389	73,929	8,237
• Clarksville	56.1	0246	24.6	23.1	16.9	15.6	16.0	17.8	314,939	58,047	24,846	53,844	14,772	73,294	8,063
Christian, Ky.	*67.8*	*.0297*	*23.8*	*21.4*	*14.0*	*12.9*	*19.3*	*20.1*	*246,774*	*54,641*	*14,798*	*36,257*	*12,642*	*44,830*	*6,948*
• *Hopkinsville*	*27.9*	*.0122*	*28.6*	*9.0*	*15.0*	*15.3*	*25.1*	*10.2*	*186,182*	*47,696*	*11,467*	*10,278*	*12,007*	*39,540*	*6,459*
SUBURBAN TOTAL	69.0	.0301	23.7	21.2	13.2	13.7	19.1	20.3	68,857	9,660	3,554	26,497	3,252	5,925	663
JOHNSON CITY - KINGSPORT - BRISTOL	**437.7**	**.1915**	**31.4**	**12.9**	**17.5**	**17.7**	**26.0**	**157.3**	**1,715,758**	**413,715**	**108,816**	**252,272**	**66,034**	**321,630**	**42,968**
Carter	50.7	.0222	31.5	13.2	17.1	17.4	26.7	18.3	111,970	35,977	8,195	17,317	4,121	13,621	4,174
Hawkins	44.5	.0194	30.9	11.3	18.5	17.0	25.4	15.7	71,956	31,658	3,875	4,299	2,438	10,293	3,230
Sullivan	145.0	.0635	30.9	12.0	19.1	19.2	23.1	53.0	708,093	159,989	50,420	143,986	25,527	141,522	17,251
• Bristol	24.3	.0106	33.3	13.2	15.2	18.0	29.4	9.7	236,239	62,077	16,720	35,211	7,088	65,092	5,064
• Kingsport	32.0	0140	33.7	10.6	15.6	21.3	26.8	12.5	390,986	76,905	30,088	106,325	16,069	55,936	10,040
Unicoi	16.4	.0072	32.7	11.0	16.0	18.3	28.1	6.0	32,339	12,910	1,678	2,128	2,098	5,504	794
Washington	89.8	.0393	30.3	15.8	16.5	16.7	25.6	31.9	373,971	82,732	23,725	51,238	16,005	75,746	8,038
• Johnson City	40.2	.0176	31.7	17.1	13.2	17.0	28.7	14.0	337,359	75,844	21,617	50,954	11,091	73,282	7,172
Bristol, Va.	*19.0*	*.0083*	*36.0*	*12.9*	*13.2*	*16.7*	*34.4*	*7.5*	*219,396*	*36,947*	*12,539*	*27,225*	*10,186*	*37,328*	*4,911*
Bristol	*19.0*	*.0083*	*36.0*	*12.9*	*13.2*	*16.7*	*34.4*	*7.5*	*219,396*	*36,947*	*12,539*	*27,225*	*10,186*	*37,328*	*4,911*
Scott, Va.	*25.1*	*.0109*	*33.6*	*12.0*	*16.6*	*16.6*	*31.0*	*8.8*	*61,434*	*22,031*	*1,503*	*1,759*	*2,277*	*17,731*	*1,997*
Washington, Va.	*47.2*	*.0207*	*32.2*	*12.6*	*17.4*	*16.9*	*28.3*	*16.1*	*136,599*	*31,471*	*6,881*	*4,320*	*3,382*	*19,885*	*2,573*
SUBURBAN TOTAL	341.2	.1493	31.1	12.6	18.5	17.4	25.3	121.1	786,174	198,889	40,391	59,782	31,786	127,320	20,692

COMING OCT. 26
SURVEY OF BUYING POWER—PART II

HIGHLIGHTS

NEW SPECIAL TABLES: Analyses of the critical changes taking place in regional and metropolitan markets.

METROPOLITAN MARKETS: Five-year projections of population, households, Effective Buying Income (EBI), average household EBI, retail sales, and Buying Power Index for S&MM's 305 metropolitan markets.

NEWSPAPER MARKETS: Population, households, Effective Buying Income, retail sales, and household coverage by local newspapers.

MERCHANDISE LINE SALES: Retail sales by product category for all 305 metropolitan areas and the leading distribution channel for each product class.

TV MARKETS: Total population, households, black population, Effective Buying Income, retail sales, and Buying Power Index.

'WORTH WRITING FOR' MEDIA/MARKETS SECTION: Local market data that are available from the media and other local sources of information.

ERRATA: Corrections for the few mistakes that are inevitably present in this issue of the *Survey*.

All Sales & Marketing Management subscribers will receive the October *Survey of Buying Power—Part II* as one of their regular issues.

Single copies of the *Survey—Part II* can be ordered at $25 each. The combination price for the two *Survey* issues is $60.00.

TENN. (cont.) *ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KNOXVILLE	**481.5**	**.2108**	**31.1**	**13.9**	**16.6**	**17.6**	**25.9**	**178.6**	**2,075,684**	**453,045**	**142,979**	**375,437**	**95,475**	**335,112**	**69,268**
Anderson	67.8	.0297	32.1	10.4	16.3	19.7	25.5	25.1	279,946	73,408	12,666	55,856	8,670	58,816	8,870
Blount	78.8	.0345	31.7	12.4	17.3	17.2	27.1	28.8	301,271	70,201	18,124	45,855	10,432	64,670	12,016
Knox	323.0	.1414	30.8	15.1	16.4	17.3	25.7	120.6	1,480,824	302,598	111,700	273,271	75,868	208,841	48,081
• Knoxville	183.5	.0803	31.0	17.8	14.5	16.4	27.8	71.4	1,244,196	219,236	100,752	263,977	66,460	183,309	37,649
Union	11.9	.0052	30.3	11.5	18.5	15.7	25.6	4.1	13,643	6,838	489	455	505	2,785	301
SUBURBAN TOTAL	298.0	.1305	31.1	11.5	17.8	18.3	24.8	107.2	831,488	233,809	42,227	111,460	29,015	151,803	31,619
MEMPHIS	**919.5**	**.4024**	**28.0**	**13.9**	**16.8**	**16.5**	**21.8**	**318.0**	**3,680,872**	**936,298**	**269,691**	**517,064**	**169,902**	**658,278**	**127,854**
Shelby	781.6	.3421	28.2	14.3	16.5	16.7	22.0	274.2	3,274,211	817,791	252,669	481,227	160,443	571,746	114,295
• Memphis	647.9	.2835	28.8	13.2	16.4	17.0	22.9	236.1	3,044,842	753,671	236,404	468,202	152,319	526,767	111,259
Tipton	33.1	.0145	28.9	11.4	15.2	14.7	25.9	10.9	72,289	22,250	2,754	8,987	2,083	13,123	2,791
Crittenden, Ark.	*49.1*	*.0215*	*27.1*	*11.9*	*16.2*	*15.4*	*21.8*	*15.8*	*215,357*	*44,217*	*8,235*	*12,870*	*4,247*	*54,400*	*7,348*
De Soto, Miss.	*55.7*	*.0243*	*26.6*	*11.5*	*19.7*	*15.0*	*18.3*	*17.1*	*119,015*	*52,040*	*6,033*	*13,980*	*3,129*	*19,009*	*3,420*
SUBURBAN TOTAL	271.6	.1189	26.1	15.6	17.2	15.2	19.5	81.9	636,030	182,627	33,287	48,862	17,583	131,511	16,595
NASHVILLE-DAVIDSON	**862.2**	**.3775**	**30.0**	**13.3**	**17.4**	**17.2**	**24.1**	**309.2**	**3,818,282**	**867,467**	**326,423**	**548,967**	**174,666**	**735,297**	**113,712**
Cheatham	22.3	.0098	30.0	13.6	17.8	16.7	24.3	7.3	36,149	16,705	1,856	990	223	5,288	841
Davidson	479.9	.2101	30.0	14.4	17.3	17.6	23.7	181.0	2,637,830	522,981	252,289	476,323	136,343	508,731	71,665
• Nashville-Davidson	456.2	.1997	30.0	14.4	17.3	17.6	23.7	172.4	2,519,915	516,997	240,565	434,557	130,257	506,486	68,595
Dickson	30.6	.0134	32.0	10.4	15.7	16.4	28.9	10.8	108,603	40,088	5,418	8,185	4,871	14,859	4,089
Robertson	37.6	.0165	33.0	9.8	14.6	17.1	29.9	12.8	110,758	26,530	4,561	8,365	3,033	35,396	4,937
Rutherford	86.0	.0376	27.3	17.6	16.6	16.0	21.3	28.9	320,201	82,902	26,606	29,050	11,894	48,232	6,660
Sumner	88.2	.0386	30.1	9.9	19.2	17.3	23.2	29.5	256,708	86,069	14,503	10,398	6,156	45,600	11,333
Williamson	60.0	.0263	30.6	10.4	17.8	17.8	24.3	19.4	205,532	55,242	11,661	7,896	4,893	50,193	8,656
Wilson	57.6	.0252	31.0	10.9	17.7	16.5	26.4	19.5	142,501	36,950	9,531	7,760	7,253	26,998	5,531
SUBURBAN TOTAL	406.0	.1778	30.1	12.1	17.4	16.8	24.6	136.8	1,298,367	350,470	85,858	114,410	44,409	228,811	45,117
OTHER COUNTIES															
Bedford	28.1	.0123	32.8	11.1	15.4	16.8	29.8	10.1	76,132	22,033	4,404	6,410	5,614	14,100	2,639
Benton	15.1	.0066	35.3	9.8	15.4	16.3	34.0	5.7	41,003	12,004	1,496	1,251	1,925	9,584	1,537
Bledsoe	9.6	.0042	27.9	11.1	14.6	14.7	25.0	3.1	15,936	4,183	702	746	800	4,194	477
Bradley	68.7	.0301	28.5	13.8	18.8	16.9	20.9	23.7	296,284	80,962	19,425	42,558	9,547	65,557	7,680
Campbell	35.5	.0155	31.9	10.2	14.3	15.8	29.8	12.4	109,302	31,293	9,225	5,912	2,776	18,699	3,800
Cannon	10.4	.0045	34.3	10.5	15.6	16.7	32.2	3.7	22,190	9,501	387	1,460	972	5,803	925
Carroll	28.5	.0125	34.5	11.9	14.3	16.0	33.4	10.4	74,413	18,883	3,072	7,119	3,594	13,974	2,289
Chester	12.9	.0056	30.7	18.2	13.6	14.0	30.2	4.3	33,764	11,418	1,951	877	1,162	8,865	986
Claiborne	25.0	.0109	31.4	12.8	15.3	15.8	28.6	8.5	54,901	15,394	1,976	2,933	3,652	5,749	2,851
Clay	7.7	.0034	33.9	10.8	15.3	16.1	32.3	2.8	9,745	3,980	573	501	293	322	275
Cocke	29.0	.0127	29.8	12.1	17.8	16.8	24.0	10.4	86,221	28,212	4,378	7,877	2,287	10,805	3,604
Coffee	38.8	.0170	31.2	10.0	18.0	19.3	23.9	14.0	162,278	37,055	17,854	18,307	7,543	26,800	7,980
Crockett	15.0	.0066	34.1	10.5	13.9	14.6	34.2	5.4	30,315	10,814	646	604	1,119	7,775	1,230
Cumberland	29.2	.0127	30.3	11.2	15.6	15.8	26.9	10.2	99,666	24,735	6,438	6,927	2,014	14,017	2,082
Decatur	11.0	.0048	35.0	10.8	15.3	15.9	34.1	4.2	27,601	8,429	1,116	1,984	1,700	6,389	1,358
De Kalb	13.8	.0060	34.4	10.3	15.6	16.5	32.5	5.1	46,040	16,991	1,594	1,269	2,502	14,354	1,472
Dyer	35.0	.0153	32.8	11.0	14.9	15.6	31.2	12.9	124,936	30,038	7,443	9,191	4,756	30,792	3,492
Fayette	25.5	.0112	26.9	11.3	12.8	13.0	26.6	7.6	34,208	17,075	1,505	2,310	847	4,136	1,886
Fentress	15.0	.0065	29.9	11.0	15.4	15.0	27.2	5.2	35,539	13,543	690	3,103	1,416	2,238	730
Franklin	32.3	.0142	30.9	12.7	15.2	17.3	26.5	11.0	85,737	23,270	3,817	5,476	3,565	11,088	2,196
Gibson	49.5	.0216	34.4	10.5	14.2	16.5	32.7	18.4	137,731	37,719	5,399	15,061	4,719	27,976	6,309
Giles	24.8	.0109	34.5	10.9	14.5	15.9	33.4	9.0	76,181	19,988	3,959	2,771	4,546	8,811	4,141
Grainger	16.9	.0074	30.6	12.6	18.4	15.8	26.0	5.8	21,463	10,300	879	321	621	3,901	559
Greene	54.9	.0240	31.3	12.5	17.6	18.3	25.2	19.5	156,000	43,658	11,179	17,734	4,593	16,470	6,588
Grundy	14.0	.0061	28.7	11.2	15.6	14.5	25.7	4.6	33,413	10,971	1,764	928	693	2,717	1,243
Hamblen	50.0	.0219	29.8	12.1	19.9	18.5	21.1	17.7	211,631	52,469	11,931	38,146	5,629	32,247	7,804
Hancock	6.9	.0030	32.3	11.9	13.9	17.6	28.7	2.4	8,931	4,636	49	364	614	337	804
Hardeman	24.0	.0105	30.9	11.5	13.1	13.8	30.8	7.8	61,770	19,882	1,947	7,945	1,303	9,569	2,991
Hardin	22.6	.0099	32.8	10.5	15.8	16.9	29.7	8.2	71,400	23,047	5,119	9,119	2,677	8,797	1,984
Haywood	20.4	.0090	30.1	10.6	12.1	14.1	29.9	6.6	51,919	16,206	4,405	6,387	3,458	9,537	1,661

WORLD'S FAIR SITE-1982

The countdown has begun in Knoxville — six exciting months (May-Oct. '82); 11 million visitors; $450 million economic impact; 37,000 new jobs, $225 million in new highways; ten years development in five. New hotels, new industries such as Matsushita (Panasonic), Magnavox, London Fog, A.E. Staley, and long existing ones such as Alcoa, Union Carbide, Levi Strauss, TVA, Allied Chemical, Robertshaw, Rohm & Haas and The University of Tennessee all help to make Knoxville a leading industrial center . . 13th metro area in the nation in per capita income gain ('69-78) and 28th in retail sales gain ('72-'79).

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THE 1982 WORLD'S FAIR

Knoxville, TN 37901

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THE KNOXVILLE NEWS-SENTINEL • The Knoxville Journal

TENN. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Henderson	21.7	.0095	33.1	10.8	15.3	16.6	30.5	7.9
Henry	29.0	.0127	37.1	9.3	13.6	16.2	36.1	11.1
Hickman	15.3	.0067	33.3	11.7	15.4	17.4	30.0	5.2
Houston	6.9	.0030	32.9	10.2	15.3	15.4	31.3	2.4
Humphreys	16.1	.0070	32.3	9.6	16.2	17.3	28.4	5.8
Jackson	9.5	.0042	35.7	10.7	14.0	16.0	34.7	3.4
Jefferson	31.7	.0139	30.3	15.2	17.8	16.8	24.9	10.9
Johnson	13.9	.0060	32.0	11.5	16.1	16.3	28.8	4.9
Lake	7.4	.0032	30.5	11.0	13.9	15.2	28.6	2.6
Lauderdale	24.9	.0109	32.0	10.5	13.5	14.2	31.8	8.5
Lawrence	34.5	.0151	32.3	9.9	15.7	16.8	29.0	12.1
Lewis	9.9	.0044	33.9	9.5	13.5	14.4	34.1	3.1
Lincoln	26.6	.0116	33.4	10.4	15.3	17.4	30.2	9.7
Loudon	28.8	.0126	33.0	11.3	15.1	18.2	28.8	10.5
McMinn	42.4	.0186	31.5	11.5	17.2	17.3	26.7	15.0
McNairy	22.9	.0100	33.6	10.6	15.3	16.2	31.7	8.4
Macon	16.0	.0070	34.9	10.3	15.4	16.9	32.9	5.8
Madison	75.3	.0329	31.2	13.3	14.0	15.7	28.9	27.3
Jackson	49.9	.0218	31.8	14.9	13.4	14.8	30.8	18.9
Marshall	19.9	.0087	34.7	10.5	14.2	17.1	32.6	7.3
Maury	51.7	.0226	32.1	11.0	15.6	17.5	28.0	18.6
Meigs	7.6	.0033	29.2	12.7	16.9	15.1	25.1	2.6
Monroe	29.1	.0128	30.0	13.1	16.3	15.9	26.0	9.9
Moore	4.6	.0021	34.4	10.2	14.5	18.0	31.1	1.6
Morgan	16.8	.0073	29.9	11.6	15.2	15.8	26.4	5.5
Obion	33.0	.0144	34.1	10.3	15.2	15.8	32.9	12.2
Overton	17.8	.0078	32.3	11.0	16.5	16.3	29.3	6.2
Perry	6.2	.0028	37.2	9.4	13.9	16.8	35.6	2.3
Pickett	4.4	.0019	33.2	10.8	14.3	15.9	31.5	1.6
Polk	13.8	.0060	30.8	11.1	16.0	17.2	26.2	4.7
Putnam	48.4	.0212	28.7	20.4	15.4	15.2	25.1	17.1
Rhea	24.7	.0108	29.5	12.9	16.3	14.5	26.5	8.5
Roane	49.2	.0215	32.0	10.2	15.8	19.4	25.8	17.5
Scott	19.6	.0086	28.7	11.0	14.5	14.7	26.1	6.4
Sevier	42.4	.0185	31.5	10.6	18.1	17.5	26.2	15.2
Smith	15.1	.0066	35.1	10.2	15.1	16.4	33.7	5.5
Stewart	8.8	.0038	36.0	10.8	12.9	17.8	33.5	3.2
Trousdale	6.2	.0027	33.9	11.5	14.4	17.1	31.3	2.3
Van Buren	4.8	.0021	30.2	13.5	16.0	16.1	26.2	1.6
Warren	33.1	.0145	31.5	11.2	17.1	16.9	27.1	12.2
Wayne	14.1	.0061	31.3	11.8	16.7	15.4	28.4	4.9
Weakley	33.2	.0146	32.1	19.3	13.2	14.0	32.2	11.7
White	19.8	.0086	33.1	11.1	16.0	16.7	30.3	7.1
TOTAL METRO COUNTIES	**2,913.3**	**1.2754**	**29.8**	**13.6**	**17.0**	**17.2**	**23.9**	**1,042.6**
TOTAL STATE	**4,640.5**	**2.0309**	**30.5**	**13.0**	**16.4**	**16.9**	**25.6**	**1,653.6**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Henderson	61,322	22,711	2,494	4,174	2,730	10,308	2,303
Henry	89,997	19,462	6,765	12,708	3,127	12,796	3,665
Hickman	23,081	10,501	942	526	858	4,201	712
Houston	10,164	5,389	722	193	124	378	1,042
Humphreys	54,034	15,215	3,344	6,298	2,059	11,614	1,295
Jackson	28,337	15,284	1,086	603	1,025	6,529	447
Jefferson	74,956	32,709	3,616	4,284	2,594	8,464	3,598
Johnson	29,698	11,720	1,009	2,740	1,027	4,487	1,197
Lake	16,096	6,548	1,371	445	357	1,061	926
Lauderdale	54,349	18,125	1,730	4,952	1,948	10,467	2,754
Lawrence	104,544	28,872	3,457	9,956	5,586	24,726	4,568
Lewis	19,042	6,516	535	852	1,126	3,527	231
Lincoln	69,651	22,612	3,352	3,596	2,276	12,404	2,769
Loudon	80,586	24,585	2,934	2,949	2,393	15,149	2,111
McMinn	120,813	25,706	7,189	12,487	5,629	13,889	5,844
McNairy	60,105	14,225	3,520	1,394	2,825	13,639	1,565
Macon	47,588	22,952	1,147	1,146	1,434	3,283	2,058
Madison	358,733	80,517	23,154	73,438	12,606	57,805	8,005
Jackson	349,857	78,759	22,224	73,375	12,255	57,805	7,749
Marshall	70,814	20,710	2,011	2,303	2,066	16,650	3,174
Maury	177,305	61,073	11,934	15,274	6,990	19,065	6,146
Meigs	12,073	6,699	723	787	814	715	321
Monroe	83,874	23,004	8,091	6,460	4,246	14,536	2,599
Moore	4,267	1,999	25	54	72	50	53
Morgan	16,963	8,911	290	292	335	1,553	51
Obion	119,433	27,651	8,650	11,754	3,593	25,329	2,647
Overton	35,279	13,650	606	2,298	1,650	3,154	1,722
Perry	10,351	3,943	460	134	350	2,383	683
Pickett	6,952	2,040	608	183	81	703	129
Polk	20,718	7,430	1,664	631	724	2,469	1,206
Putnam	188,672	39,818	17,379	20,806	6,148	23,300	5,973
Rhea	63,267	21,778	2,250	3,577	1,574	10,151	3,246
Roane	131,092	40,115	7,622	4,976	5,125	31,210	7,489
Scott	45,354	17,500	2,183	3,690	949	5,958	2,568
Sevier	165,379	38,437	35,161	10,360	7,284	12,256	5,632
Smith	44,991	9,111	2,137	3,242	7,059	8,329	1,119
Stewart	17,224	5,048	962	1,041	104	3,120	53
Trousdale	31,723	10,396	398	1,151	476	10,043	485
Van Buren	4,943	1,911	214	219	82	361	77
Warren	98,980	30,980	4,997	8,366	4,328	14,735	4,548
Wayne	25,089	10,302	646	853	300	4,493	1,221
Weakley	84,562	21,989	4,688	7,764	5,560	14,372	3,338
White	64,227	21,563	1,945	737	1,463	23,646	2,102
TOTAL METRO COUNTIES	**12,250,153**	**2,836,399**	**944,990**	**1,913,761**	**560,744**	**2,211,911**	**383,748**
TOTAL STATE	**17,373,431**	**4,324,795**	**1,264,324**	**2,389,045**	**758,902**	**3,070,825**	**569,993**

TENN.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CHATTANOOGA	**2,731,202**	**15,839**	**6.0**	**16.6**	**31.4**	**21.6**	**.1652**
Hamilton	1,918,643	16,094	5.9	15.7	30.3	23.4	.1189
▪ Chattanooga	1,017,686	13,381	7.1	16.7	26.4	18.1	.0712
Marion	142,249	15,037	6.0	15.9	29.8	20.3	.0081
Sequatchie	45,987	14,174	6.8	18.7	29.6	17.4	.0023
Catoosa, Ga.	*192,189*	*13,990*	*8.2*	*23.4*	*35.5*	*9.9*	*.0125*
Dade, Ga.	*73,282*	*16,267*	*4.6*	*16.7*	*32.7*	*21.9*	*.0044*
Walker, Ga.	*358,852*	*16,524*	*5.2*	*17.0*	*35.0*	*20.8*	*.0190*
SUBURBAN TOTAL	1,713,516	17,434	5.2	16.5	35.0	24.0	.0940
CLARKSVILLE - HOPKINSVILLE	**976,887**	**14,998**	**6.5**	**16.7**	**28.8**	**21.3**	**.0581**
Montgomery	587,861	16,249	5.7	16.1	30.4	24.0	.0337
▪ Clarksville	418,144	16,910	5.7	15.0	30.0	26.3	.0262
Christian, Ky.	*389,026*	*13,238*	*7.6*	*17.6*	*26.4*	*17.4*	*.0244*
▪ *Hopkinsville*	*183,820*	*14,656*	*6.9*	*14.5*	*25.7*	*23.5*	*.0133*
SUBURBAN TOTAL	374,923	13,811	7.0	19.3	29.2	15.8	.0186
JOHNSON CITY - KINGSPORT - BRISTOL	**2,650,405**	**14,583**	**6.7**	**17.6**	**29.1**	**19.4**	**.1647**
Carter	253,201	12,064	8.4	22.8	26.8	10.5	.0150
Hawkins	213,976	12,559	7.1	19.2	30.0	10.8	.0121
Sullivan	981,000	16,842	5.8	16.5	32.4	24.0	.0617
▪ Bristol	173,946	14,882	7.2	19.4	26.9	22.6	.0143
▪ Kingsport	279,417	19,615	4.9	12.4	27.6	35.4	.0227
Unicoi	73,359	10,614	9.3	20.7	24.3	7.9	.0044
Washington	645,919	16,797	6.0	14.9	27.4	28.3	.0373
▪ Johnson City	296,535	16,094	6.5	15.1	23.7	29.3	.0222
Bristol, Va.	*95,228*	*9,663*	*8.2*	*18.2*	*21.8*	*8.8*	*.0111*
Bristol	*95,228*	*9,663*	*8.2*	*18.2*	*21.8*	*8.8*	*.0111*
Scott, Va.	*121,283*	*12,264*	*6.8*	*16.9*	*28.9*	*11.9*	*.0075*
Washington, Va.	*266,439*	*14,409*	*6.8*	*18.0*	*28.8*	*18.9*	*.0156*
SUBURBAN TOTAL	1,900,507	14,019	6.8	18.2	30.1	16.5	.1055
KNOXVILLE	**3,630,108**	**17,629**	**5.6**	**14.0**	**28.3**	**29.4**	**.2069**
Anderson	482,510	17,624	5.4	13.3	31.0	27.4	.0280
Blount	542,140	17,319	5.7	14.3	31.8	25.5	.0312
Knox	2,544,469	17,922	5.6	14.0	26.9	31.3	.1444
▪ Knoxville	1,461,070	16,726	6.2	14.6	26.0	28.8	.0950
Union	60,989	13,127	5.7	17.8	28.3	14.4	.0033
SUBURBAN TOTAL	2,169,038	18,145	5.2	13.6	29.7	29.9	.1119

TENN. (cont.) — $$ EFFECTIVE BUYING INCOME 1980

ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
MEMPHIS	**6,858,247**	**18,430**	**5.3**	**13.4**	**26.0**	**33.2**	**.3838**
Shelby	6,107,619	19,075	5.1	13.3	26.3	34.7	.3385
• Memphis	5,143,817	18,746	5.2	13.5	26.7	33.7	.2931
Tipton	146,071	11,593	7.2	18.7	24.2	12.9	.0092
Crittenden, Ark.	*277,495*	*13,117*	*5.9*	*11.9*	*21.7*	*24.0*	*.0186*
De Soto, Miss.	*327,062*	*17,719*	*5.8*	*12.3*	*26.1*	*30.8*	*.0175*
SUBURBAN TOTAL	1,714,430	17,433	5.3	12.8	24.3	32.0	.0907
NASHVILLE-DAVIDSON	**6,712,838**	**18,772**	**5.2**	**14.1**	**28.2**	**32.6**	**.3792**
Cheatham	124,200	15,951	5.1	18.4	36.4	17.7	.0064
Davidson	4,264,608	20,390	4.7	13.1	27.8	37.2	.2415
• Nashville-Davidson	3,931,978	19,737	4.9	13.7	28.5	35.0	.2266
Dickson	167,235	13,602	7.5	18.5	29.2	15.9	.0107
Robertson	222,710	14,860	5.8	15.9	26.9	22.6	.0129
Rutherford	548,353	16,286	6.2	16.0	29.2	24.7	.0326
Sumner	602,696	18,268	5.3	14.3	28.8	30.7	.0324
Williamson	412,423	17,719	5.7	15.1	25.9	31.8	.0231
Wilson	370,613	17,151	5.8	14.3	29.2	27.0	.0196
SUBURBAN TOTAL	2,780,860	17,508	5.5	14.7	27.7	29.6	.1526
OTHER COUNTIES							
Bedford	160,538	13,794	7.2	18.4	28.5	17.1	.0093
Benton	90,684	13,779	6.3	17.5	27.7	18.2	.0052
Bledsoe	42,642	11,261	8.5	21.8	25.2	8.7	.0024
Bradley	448,765	17,295	5.4	16.1	30.9	26.4	.0275
Campbell	165,270	10,385	8.0	17.5	21.7	12.4	.0111
Cannon	60,671	14,426	6.6	15.2	26.8	21.7	.0033
Carroll	165,353	14,179	5.5	17.2	28.8	18.2	.0093
Chester	62,455	11,035	7.7	16.3	23.8	13.5	.0040
Claiborne	127,877	11,436	7.1	17.0	21.3	16.8	.0074
Clay	34,492	9,363	10.2	17.2	20.6	8.9	.0019
Cocke	129,592	11,172	8.5	21.4	25.4	8.1	.0088
Coffee	258,483	16,304	7.0	15.3	28.1	25.4	.0155
Crockett	67,222	10,449	7.4	19.1	23.1	9.6	.0042
Cumberland	142,374	11,991	8.4	19.5	26.2	12.8	.0095
Decatur	59,707	12,008	8.5	17.4	26.6	13.4	.0035

$$ EFFECTIVE BUYING INCOME 1980

ESTIMATES

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
De Kalb	81,928	13,592	7.0	17.6	27.9	17.3	.0049
Dyer	202,118	13,415	6.5	16.8	27.9	16.5	.0124
Fayette	91,210	8,738	8.8	16.3	18.5	9.8	.0059
Fentress	58,278	9,065	9.2	18.1	20.0	7.8	.0047
Franklin	172,775	13,413	7.8	18.0	28.1	16.5	.0102
Gibson	261,888	12,201	6.9	19.4	27.2	12.1	.0158
Giles	134,541	12,700	7.6	19.0	27.9	13.6	.0083
Grainger	78,759	11,389	8.4	18.8	26.1	10.5	.0044
Greene	298,128	13,456	7.4	19.2	28.1	16.3	.0178
Grundy	48,367	9,125	8.9	22.0	18.7	5.5	.0036
Hamblen	332,193	16,741	6.1	17.8	31.1	24.9	.0201
Hancock	18,190	4,869	8.5	13.4	11.1	2.4	.0014
Hardeman	133,704	13,073	6.5	16.0	23.2	20.8	.0077
Hardin	120,972	11,945	7.2	15.3	26.0	14.6	.0074
Haywood	93,211	10,288	7.8	13.6	21.2	16.2	.0060
Henderson	95,964	10,525	8.3	19.0	24.1	9.0	.0064
Henry	168,633	12,229	7.3	17.9	24.3	16.1	.0101
Hickman	64,490	10,913	8.7	22.2	24.9	7.2	.0037
Houston	30,797	10,512	8.7	18.2	23.6	10.0	.0018
Humphreys	108,582	16,172	5.3	11.3	28.6	28.4	.0061
Jackson	42,391	9,276	9.1	14.9	22.8	9.2	.0029
Jefferson	169,994	13,695	7.8	20.5	30.3	14.6	.0097
Johnson	62,179	11,113	7.5	19.2	25.7	9.2	.0039
Lake	35,958	9,930	11.2	16.5	19.8	13.2	.0021
Lauderdale	105,629	9,035	8.3	14.5	19.9	11.7	.0068
Lawrence	206,971	14,825	5.0	16.2	27.5	22.0	.0119
Lewis	37,524	10,622	10.1	22.4	25.8	4.9	.0025
Lincoln	143,185	11,977	8.0	14.4	26.1	16.0	.0085
Loudon	170,520	14,780	6.2	18.0	31.6	17.6	.0098
McMinn	245,692	14,444	6.8	18.0	30.8	17.2	.0142
McNairy	97,155	9,483	8.5	19.6	20.4	7.7	.0065
Macon	83,490	11,653	7.3	18.2	22.6	15.3	.0052
Madison	536,023	16,423	5.9	14.1	24.1	29.5	.0325
Jackson	384,272	16,533	6.4	14.1	23.0	30.7	.0258

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• Standard Metropolitan Statistical Area

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TENN. (cont.) S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Marshall	115,958	13,764	7.1	18.0	30.3	15.1	.0072
Maury	300,208	14,024	6.8	17.7	28.2	18.4	.0183
Meigs	41,261	13,101	8.6	19.5	25.0	17.7	.0022
Monroe	126,377	11,179	8.3	20.8	25.3	8.6	.0086
Moore	24,052	14,546	4.4	19.1	34.4	13.3	.0013
Morgan	70,922	10,884	8.1	19.6	23.2	10.5	.0038
Obion	196,071	13,611	6.7	17.6	25.7	19.5	.0120
Overton	79,204	10,516	7.8	17.5	24.9	9.5	.0049
Perry	26,623	9,395	8.8	15.9	23.4	8.4	.0015
Pickett	16,771	8,840	9.0	21.8	18.0	5.4	.0011
Polk	57,816	11,468	8.5	23.9	26.2	7.0	.0035
Putnam	299,202	13,505	6.7	18.3	23.8	20.8	.0183
Rhea	133,659	13,457	7.6	17.8	26.7	18.1	.0078
Roane	327,290	16,975	5.8	14.7	28.7	27.1	.0174
Scott	97,302	11,458	8.4	17.1	21.5	17.3	.0059
Sevier	280,444	16,072	6.1	16.7	30.3	23.3	.0167
Smith	91,191	13,454	7.7	18.9	23.6	20.9	.0052
Stewart	31,750	8,722	8.4	19.8	21.8	2.8	.0021
Trousdale	45,161	14,373	6.8	16.2	21.9	26.3	.0027
Van Buren	19,940	11,177	8.1	25.5	20.8	8.8	.0011
Warren	205,525	14,547	6.7	17.5	27.6	20.9	.0116
Wayne	67,582	12,505	6.9	20.3	27.9	11.6	.0039
Weakley	183,603	12,644	7.1	16.3	25.2	17.0	.0106
White	100,024	12,072	8.6	21.5	26.4	11.6	.0064
TOTAL METRO COUNTIES	**21,458,831**	**17,619**	**5.5**	**14.6**	**28.1**	**29.7**	**1.2273**
TOTAL STATE	**30,944,331**	**15,782**	**6.1**	**15.7**	**27.5**	**25.0**	**1.7988**

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and sevices from consumer and industrial products manufacturers.

The Texas Daily Press League

.....a national advertising SALES organization !

TEXAS

TEXAS S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**140.7**	**.0615**	**29.8**	**15.2**	**15.2**	**15.5**	**26.6**	**49.9**	**714,716**	**134,368**	**46,840**	**69,361**	**28,694**	**188,362**	**15,023**
Callahan	11.2	.0049	42.3	7.3	11.3	15.4	42.1	4.2	27,002	8,901	1,310	677	122	7,116	1,100
Jones	17.4	.0076	39.9	8.4	12.1	14.9	40.0	6.4	61,359	13,886	1,942	3,726	1,362	17,839	1,799
Taylor	112.1	.0490	27.9	17.0	16.3	15.6	22.9	39.3	626,355	111,581	43,588	64,958	27,210	163,407	12,124
• Abilene	99.0	.0433	27.4	17.4	15.8	16.1	21.9	34.1	597,009	108,570	40,864	63,579	27,150	156,182	12,103
SUBURBAN TOTAL	41.7	.0182	36.8	9.9	14.1	14.0	37.6	15.8	117,707	25,798	5,976	5,782	1,544	32,180	2,920
AMARILLO	**176.3**	**.0772**	**28.8**	**14.3**	**17.9**	**17.6**	**21.3**	**66.2**	**1,200,666**	**226,524**	**111,580**	**135,139**	**63,471**	**296,484**	**26,399**
Potter	99.4	.0435	29.8	13.4	15.8	16.0	25.8	38.4	817,646	123,706	89,374	107,850	44,534	179,262	19,663
• Amarillo	151.5	.0663	29.3	12.7	17.1	17.1	23.1	56.1	1,230,676	257,492	102,995	127,070	68,916	321,546	25,429
Randall	76.9	.0337	27.8	15.5	20.9	19.5	15.6	27.8	383,020	102,818	22,206	27,289	18,937	117,222	6,736
SUBURBAN TOTAL	24.8	.0109	26.8	24.1	23.4	20.1	10.6	9.9	30,010	30,968	8,585	8,069	5,445	25,062	970
AUSTIN	**550.8**	**.2410**	**26.0**	**20.5**	**17.5**	**14.1**	**20.1**	**203.8**	**2,618,500**	**539,120**	**275,681**	**359,610**	**113,208**	**476,583**	**63,132**
Hays	41.5	.0181	23.6	30.3	13.3	11.5	19.3	13.1	131,276	28,635	18,266	7,030	3,570	22,013	1,957
Travis	429.5	.1880	25.5	21.4	18.7	14.3	17.9	164.7	2,285,915	450,059	241,545	347,168	105,809	405,571	56,238
• Austin	352.8	.1544	25.1	22.5	18.9	13.6	17.7	138.1	2,229,150	432,089	235,782	347,168	101,390	403,022	55,657
Williamson	79.8	.0349	32.4	10.8	13.0	14.1	32.5	26.0	201,309	60,426	15,870	5,412	3,829	48,999	4,937
SUBURBAN TOTAL	198.0	.0866	27.9	16.9	15.0	15.0	24.3	65.7	389,350	107,031	39,899	12,442	11,818	73,561	7,475

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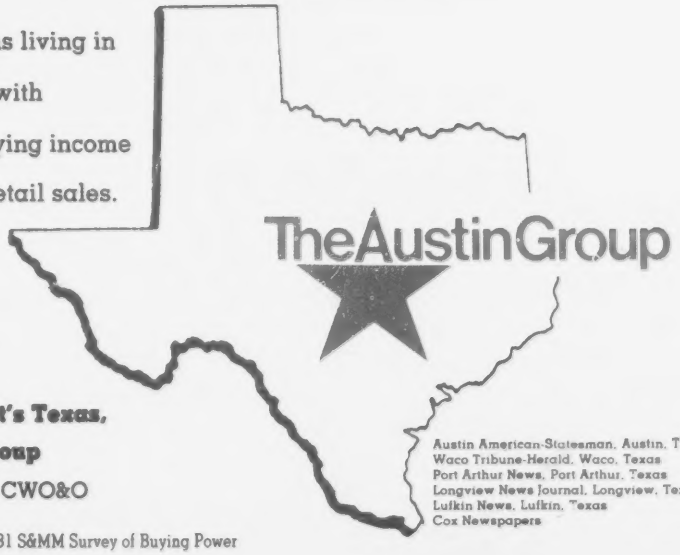

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Austin American-Statesman, Austin, Texas
Waco Tribune-Herald, Waco, Texas
Port Arthur News, Port Arthur, Texas
Longview News Journal, Longview, Texas
Lufkin News, Lufkin, Texas
Cox Newspapers

SOURCE: ABC Publishers' Statements, 9/30/80 1981 S&MM Survey of Buying Power

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SOURCE: "CIRCULATION 80-81." ALL NUMBERS REFLECT 20% DAILY COVERAGE OR BETTER IN EACH NEWSPAPER MARKET. CIRCULATION IS DAILY AVERAGE FOR FIRST QUARTER 1981.

HARTE-HANKS TEXAS GROUP

Sales office: 14677 Midway Road, Suite 210, Dallas, Texas 75234 (214) 233-8147. Represented nationally by Branham Newspaper Sales.

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BEAUMONT - PORT ARTHUR - ORANGE	**378.1**	**.1655**	**30.0**	**12.7**	**16.5**	**18.1**	**23.6**	**134.2**	**1,960,013**	**412,458**	**150,684**	**248,008**	**92,807**	**437,411**	**54,371**
Hardin	41.6	.0182	30.2	10.6	16.7	16.7	25.2	14.1	168,036	40,507	4,800	4,321	1,416	51,402	6,283
Jefferson	251.6	.1102	30.5	13.3	15.5	18.2	24.8	91.5	1,439,789	286,995	127,583	217,449	75,934	310,112	37,818
• Beaumont	118.4	.0518	30.2	14.4	15.7	17.1	25.4	44.3	911,975	145,949	87,564	180,120	57,089	197,455	17,172
• Port Arthur	61.6	.0270	32.7	12.3	12.7	18.0	29.2	23.2	311,210	70,394	21,572	25,426	9,448	81,094	10,471
Orange	84.9	.0371	28.6	12.2	19.2	18.4	19.2	28.6	352,188	84,956	18,301	26,238	15,457	75,897	10,270
• Orange	23.6	.0103	28.5	13.8	18.7	16.1	21.8	8.4	204,849	60,882	14,684	17,220	10,510	57,480	4,718
SUBURBAN TOTAL	174.5	.0764	29.4	11.6	17.7	19.1	20.9	58.3	531,979	135,233	26,864	25,242	15,760	101,382	22,010
BROWNSVILLE - HARLINGEN - SAN BENITO	**215.3**	**.0942**	**23.7**	**11.6**	**13.4**	**14.3**	**20.2**	**60.5**	**786,274**	**202,688**	**62,313**	**151,932**	**59,450**	**115,697**	**15,487**
Cameron	215.3	.0942	23.7	11.6	13.4	14.3	20.2	60.5	786,274	202,688	62,313	151,932	59,450	115,697	15,487
• Brownsville	87.7	.0384	22.9	11.1	13.1	14.8	18.7	23.9	431,911	109,382	31,743	103,106	46,835	45,689	9,347
• Harlingen	44.3	.0194	25.4	11.2	13.8	14.4	22.3	13.4	242,616	48,294	23,015	45,221	9,265	50,644	3,883
• San Benito	18.2	.0080	22.6	11.4	13.4	12.6	20.1	5.0	52,208	25,594	1,921	1,129	2,107	11,225	1,575
SUBURBAN TOTAL	65.1	.0284	23.9	13.3	13.5	13.8	20.5	18.2	59,539	19,418	5,634	2,476	1,243	8,139	682
BRYAN - COLLEGE STATION	**96.2**	**.0421**	**24.4**	**26.3**	**17.4**	**11.9**	**18.3**	**34.0**	**406,874**	**56,047**	**38,988**	**55,591**	**14,454**	**87,066**	**30,640**
Brazos	96.2	.0421	24.4	26.3	17.4	11.9	18.3	34.0	406,874	56,047	38,988	55,591	14,454	87,066	30,640
• Bryan	44.8	.0196	27.7	14.1	17.4	14.7	22.7	16.9	252,899	36,720	14,412	32,515	12,999	77,408	4,653
• College Station	38.3	.0168	22.7	47.7	17.1	8.1	9.5	12.2	153,581	19,127	24,576	22,882	1,455	9,658	25,987
SUBURBAN TOTAL	13.1	.0057	31.2	5.5	18.4	13.8	29.2	4.9	394	200		194			
CORPUS CHRISTI	**329.5**	**.1443**	**26.6**	**13.4**	**16.6**	**16.7**	**19.4**	**106.7**	**1,442,325**	**358,643**	**106,933**	**191,075**	**56,893**	**340,246**	**36,158**
Nueces	270.6	.1185	26.6	13.8	16.9	16.7	19.1	88.7	1,207,906	268,863	98,715	183,531	54,128	276,489	30,975
• Corpus Christi	234.1	.1025	26.8	13.7	16.9	16.9	19.2	77.8	1,130,884	240,277	94,541	179,722	53,443	265,532	29,048

CORPUS CHRISTI

Sparkling City by the Sea

Sunshine...sandy beaches...gentle breezes.
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We are ranked 59th in per household retail sales,
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When you buy Texas, make sure you've
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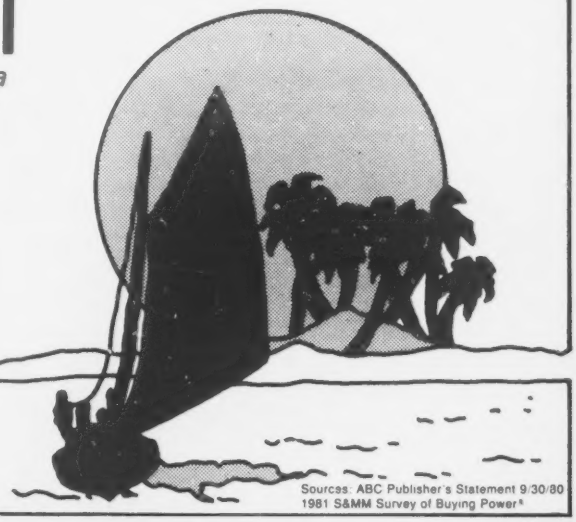

We'll put the wind in your sales!

Corpus Christi Caller-Times

Represented nationally by BRANHAM NEWSPAPER SALES

Sources: ABC Publisher's Statement 9/30/80
1981 S&MM Survey of Buying Power

TEXAS (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
San Patricio	58.9	.0258	26.9	11.9	15.7	16.6	20.6	18.0	234,419	89,780	8,218	7,544	2,765	63,757	3,[illegible]
SUBURBAN TOTAL	95.4	.0418	26.2	12.9	15.6	16.1	20.1	28.9	311,441	118,366	12,392	11,353	3,450	74,714	7,110
DALLAS - FORT WORTH	**3,023.5**	**1.3232**	**28.8**	**14.0**	**20.1**	**17.0**	**20.6**	**1,105.2**	**15,761,395**	**2,621,757**	**1,444,918**	**2,081,139**	**757,056**	**3,907,804**	**689,371**
Collin	150.9	.0661	28.4	11.8	21.3	14.4	21.5	48.4	426,768	112,409	30,178	18,912	10,918	103,222	38,346
Dallas	1,574.7	.6892	28.5	13.8	21.2	17.3	19.0	592.1	9,163,128	1,471,226	858,640	1,220,039	514,578	2,152,594	368,854
• Dallas	907.1	.3970	29.3	14.3	19.4	17.0	22.0	361.4	5,519,774	830,157	600,806	717,538	318,226	1,145,254	170,456
Garland	143.7	.0629	26.9	11.9	25.7	18.2	11.0	48.7	484,198	146,059	39,127	32,319	18,051	120,[illegible]75	17,109
Grand Prairie	73.3	.0321	26.8	15.4	22.1	16.5	15.6	24.6	178,584	42,528	33,449	[illegible],583	4,916	38,094	28,127
Irving	110.7	.0484	26.8	14.4	25.5	17.7	11.4	40.3	656,445	97,141	52,540	123,075	20,982	238,667	17,347
Mesquite	67.9	.0297	26.4	10.7	27.5	17.6	8.7	21.7	466,765	34,638	26,830	185,440	16,334	67,898	43,599
Richardson	74.7	.0327	27.7	8.3	25.1	22.3	9.4	24.7	588,952	88,305	47,338	42,849	42,339	112,731	61,318
Denton	148.9	.0651	26.4	21.1	18.1	14.2	20.2	51.4	493,479	133,634	48,526	57,262	23,465	116,499	15,019
Ellis	60.8	.0266	31.9	11.5	15.3	14.8	30.4	20.3	201,500	65,442	10,495	16,573	4,201	54,745	6,6[illegible]
Hood	18.6	.0081	37.3	8.9	12.8	15.8	36.8	7.1	74,029	9,756	4,660	3,970	1,222	36,632	1,856
Johnson	69.3	.0304	31.8	11.1	16.9	16.5	28.1	23.8	251,352	74,488	16,314	15,213	6,476	76,622	11,354
Kaufman	39.7	.0174	33.1	11.4	15.0	14.8	32.4	13.4	156,616	43,170	9,765	9,203	3,344	41,967	4,022
Parker	45.6	.0199	32.0	13.2	17.2	16.9	28.0	16.1	184,755	50,817	8,824	11,548	1,029	68,787	2,714
Rockwall	15.1	.0066	32.7	10.1	16.7	16.8	29.3	5.1	52,167	7,423	4,925	53	2,214	17,153	398
Tarrant	872.8	.3820	29.0	14.4	19.5	17.7	20.5	317.9	4,673,669	625,631	449,342	723,066	188,216	1,215,741	237,060
Arlington	164.9	.0722	26.5	19.2	22.9	17.6	13.0	60.8	1,160,588	144,200	94,954	211,385	28,771	405,268	17,072
• Fort Worth	383.5	.1678	30.1	14.7	17.6	16.4	25.0	147.6	2,151,317	274,060	262,562	342,335	105,170	538,253	113,221
Wise	27.1	.0118	33.7	10.0	16.5	16.0	31.9	9.6	83,932	27,761	3,249	5,300	1,393	23,842	3,060
SUBURBAN TOTAL	1,732.9	.7584	28.4	13.7	20.9	17.1	19.0	596.2	8,090,304	1,517,540	581,550	1,021,266	333,660	2,224,297	405,694
EL PASO	**489.4**	**.2142**	**24.4**	**15.5**	**16.4**	**16.3**	**15.9**	**144.8**	**1,955,563**	**396,548**	**168,024**	**312,681**	**130,222**	**398,734**	**72,517**
El Paso	489.4	.2142	24.4	15.5	16.4	16.3	15.9	144.8	1,955,563	396,548	168,024	312,681	130,222	398,734	72,517
• El Paso	433.2	.1896	25.0	13.6	16.2	16.9	16.9	131.9	1,909,018	381,068	161,379	312,040	129,825	387,351	72,294
SUBURBAN TOTAL	56.2	.0246	22.3	29.8	17.6	12.0	9.0	12.9	46,545	15,480	6,645	641	397	11,383	423
GALVESTON - TEXAS CITY	**198.3**	**.0867**	**29.9**	**12.0**	**17.6**	**18.2**	**22.8**	**70.8**	**982,267**	**268,547**	**79,525**	**87,807**	**23,085**	**224,035**	**27,680**
Galveston	198.3	.0867	29.9	12.0	17.6	18.2	22.8	70.8	982,267	268,547	79,525	87,807	23,085	224,035	27,680
• Galveston	61.9	.0271	32.2	13.0	15.5	16.4	29.3	24.3	393,682	84,947	42,480	50,749	14,626	70,153	8,709
• Texas City	41.6	.0182	28.8	12.4	17.5	20.0	19.1	14.2	239,384	55,360	13,564	22,790	5,324	70,196	8,679
SUBURBAN TOTAL	94.8	.0414	29.1	11.2	19.1	18.7	20.1	32.3	349,201	128,240	23,481	14,268	3,135	83,686	10,292
HOUSTON	**2,977.3**	**1.3030**	**27.9**	**13.2**	**19.8**	**17.5**	**18.4**	**1,063.8**	**17,080,920**	**3,380,000**	**1,408,738**	**2,495,295**	**696,368**	**4,192,468**	**428,271**

Fort Worth/Dallas
A minimum 2-paper buy.

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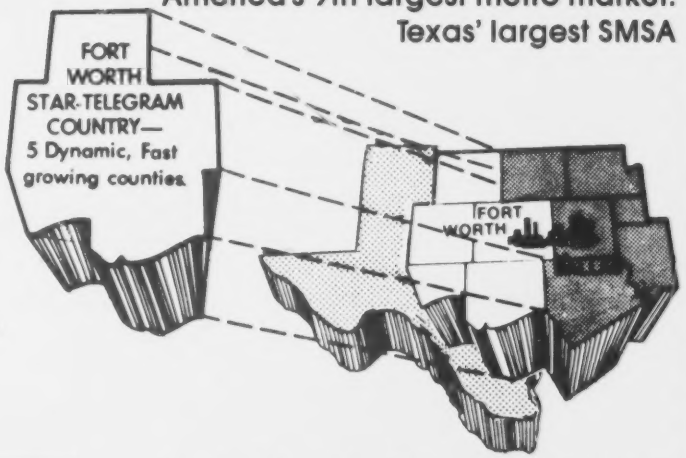
Texas' largest SMSA



Facts You Should Know:

- You must cover the Fort Worth metro area, a $7.5 billion E.B.I. market, to reach the Fort Worth/Dallas SMSA.
- ONLY the Star-Telegram covers the Fort Worth metro Market.

Newspaper Coverage—Fort Worth Metro Area

	Daily	Sunday
Fort Worth Star-Telegram	65%	68%
Dallas Morning News	6%	7%
Dallas Times Herald	3%	4%

• The Fort Worth Star-Telegram ... it's your natural first buy for the market!
(Pick either Dallas paper to complete the buy.)

Consult SRDS, NRD for unduplicated readership.

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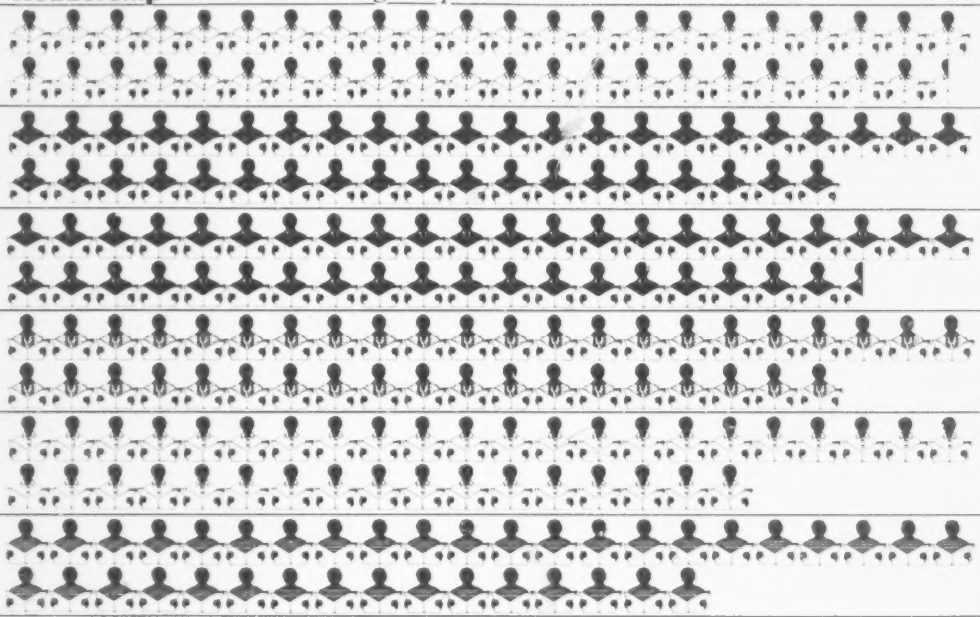
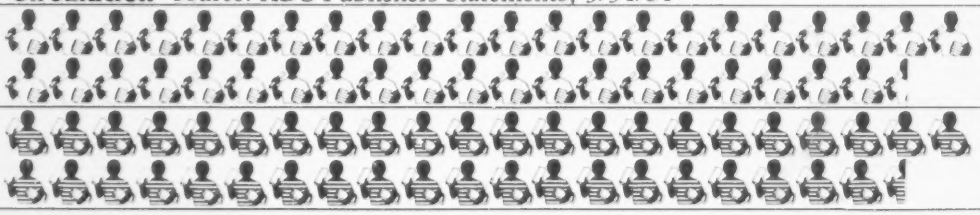
Sources: March 31, 1980, ABC Audit Reports
Sales and Marketing Management, July 1980.

The Houston Chronicle stacks up the lead.

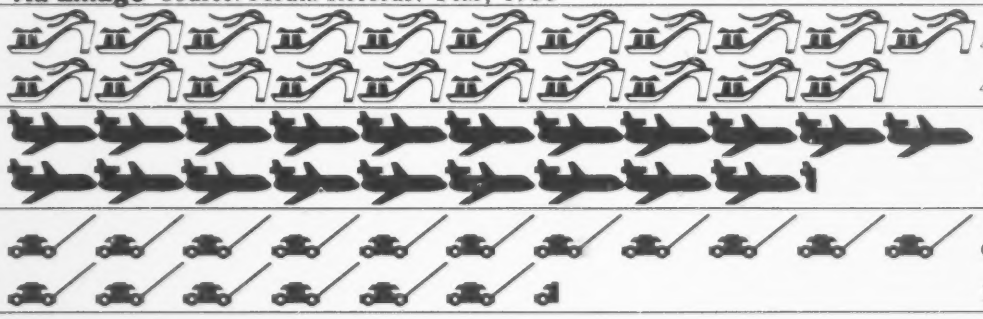
Readership *Source: Scarborough Report, 1980*



Circulation *Source: ABC Publishers' Statements, 3/31/81*



Ad Linage *Source: Media Records, Year, 1980*



Houston Chronicle

Represented nationally by Sawyer Ferguson Walker.

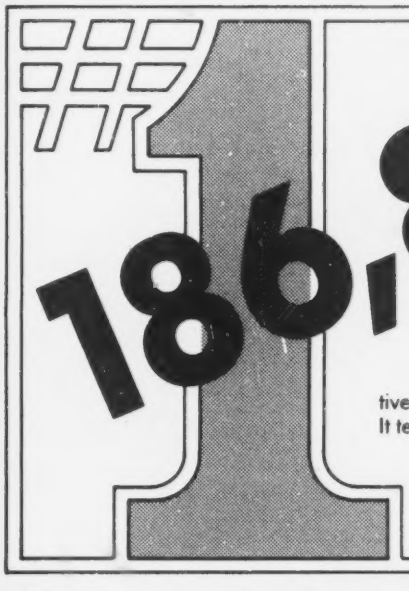
TEXAS (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Brazoria	174.6	.0765	28.4	12.4	20.6	18.6	17.7	56.1	688,631	204,168	49,191	83,836	18,722	114,832	19,942
Fort Bend	137.5	.0601	26.7	12.3	17.9	15.6	19.5	42.3	370,825	100,475	11,951	17,698	25,327	104,552	8,952
Harris	2,461.8	1.0774	27.8	13.5	20.2	17.6	17.9	899.0	15,136,658	2,849,880	1,310,437	2,367,095	631,830	3,686,401	381,103
Baytown	57.8	.0253	29.6	12.6	17.8	17.7	22.7	21.9	438,900	79,216	31,450	63,095	8,199	145,815	8,144
• Houston	1,618.7	.7084	28.0	14.1	19.6	17.4	18.9	611.6	11,201,572	1,816,470	1,032,460	1,979,732	574,271	2,386,472	254,142
Pasadena	114.1	.0499	26.7	14.2	20.5	19.0	14.0	40.1	628,818	91,091	38,840	205,311	21,271	116,575	13,678
Liberty	48.2	.0211	30.5	10.6	15.0	16.7	26.6	16.7	217,865	63,701	14,227	10,589	2,373	61,904	6,362
Montgomery	135.0	.0591	29.3	9.5	17.0	18.0	22.4	43.8	523,165	152,293	14,680	14,450	13,403	130,069	10,338
Waller	20.2	.0088	26.4	23.4	12.4	12.6	26.8	5.9	143,776	9,483	8,252	1,627	4,713	94,710	1,574
SUBURBAN TOTAL	1,358.6	.5946	27.8	12.2	20.3	17.7	17.6	452.2	5,879,348	1,563,530	376,278	515,563	122,097	1,805,996	174,129
HOUSTON - GALVESTON CONSOLIDATED AREA	***3,175.6***	***1.3897***	***28.0***	***13.2***	***19.6***	***17.6***	***18.7***	***1,134.6***	***18,063,187***	***3,648,547***	***1,488,263***	***2,583,102***	***719,453***	***4,416,503***	***455,951***
KILLEEN - TEMPLE	**219.2**	**.0959**	**23.0**	**25.3**	**14.8**	**12.1**	**15.9**	**68.6**	**724,204**	**147,277**	**57,879**	**81,990**	**29,642**	**197,501**	**14,618**
Bell	161.0	.0704	23.1	23.0	15.2	12.5	16.2	54.1	541,916	122,608	53,738	76,156	23,725	185,197	12,798
• Killeen	47.3	.0207	21.4	27.8	15.6	12.1	8.0	18.5	300,623	40,543	27,292	21,250	8,665	123,960	1,889
• Temple	43.3	.0189	30.1	9.5	13.6	15.5	27.9	16.8	282,439	59,894	23,151	53,573	14,476	53,104	9,100
Coryell	58.2	.0255	22.7	31.2	13.8	10.8	15.4	14.5	82,288	24,669	4,141	5,834	5,917	12,304	1,820
SUBURBAN TOTAL	128.6	.0563	22.8	29.5	14.9	10.9	14.9	33.3	141,142	46,840	7,436	7,167	6,501	20,437	3,629
LAREDO	**101.4**	**.0444**	**23.7**	**13.2**	**14.2**	**14.0**	**19.3**	**26.6**	**535,968**	**115,196**	**30,337**	**103,519**	**36,064**	**63,667**	**16,269**
Webb	101.4	.0444	23.7	13.2	14.2	14.0	19.3	26.6	535,968	115,196	30,337	103,519	36,064	63,667	16,269
• Laredo	93.1	.0407	23.6	13.1	13.8	14.2	19.3	24.3	531,482	114,219	29,901	103,519	35,333	62,423	16,269
SUBURBAN TOTAL	8.3	.0037	25.0	14.9	19.0	11.8	19.2	2.3	4,486	977	436		731	1,244	
LONGVIEW - MARSHALL	**154.4**	**.0676**	**31.2**	**12.4**	**15.6**	**16.2**	**27.9**	**55.3**	**894,247**	**198,355**	**61,109**	**104,878**	**51,089**	**189,759**	**24,627**
Gregg	101.5	.0444	30.9	12.4	16.2	16.6	26.7	36.9	703,729	152,966	50,372	86,665	35,749	149,353	19,967
• Longview	64.2	.0281	30.5	12.3	15.7	18.2	24.8	23.3	543,785	124,595	43,628	68,286	29,331	106,782	15,821
Harrison	52.9	.0232	31.9	12.5	14.2	15.3	30.3	18.4	190,518	45,389	10,737	18,213	15,340	40,406	4,660
• Marshall	25.1	.0110	32.7	14.3	13.2	15.2	31.8	9.1	173,345	41,404	9,672	16,710	15,103	37,621	4,451
SUBURBAN TOTAL	65.1	.0285	31.4	11.8	16.3	14.5	29.6	22.9	177,117	32,356	7,809	19,882	6,655	45,356	4,355
LUBBOCK	**214.3**	**.0938**	**24.9**	**20.6**	**17.3**	**14.8**	**17.7**	**74.5**	**1,279,860**	**232,803**	**105,147**	**151,724**	**72,227**	**358,011**	**21,990**
Lubbock	214.3	.0938	24.9	20.6	17.3	14.8	17.7	74.5	1,279,860	232,803	105,147	151,724	72,227	358,011	21,990
• Lubbock	176.0	.0770	24.9	21.3	17.5	14.8	17.3	62.1	1,197,174	222,408	103,004	150,857	70,711	311,411	19,707
SUBURBAN TOTAL	38.3	.0168	25.5	16.6	16.4	15.2	19.2	12.4	92,686	10,395	2,143	867	1,516	46,600	2,283
McALLEN - PHARR - EDINBURG	**291.8**	**.1277**	**23.1**	**13.2**	**13.5**	**14.2**	**18.7**	**78.8**	**1,108,807**	**280,219**	**64,736**	**183,387**	**48,590**	**181,952**	**30,862**
Hidalgo	291.8	.1277	23.1	13.2	13.5	14.2	18.7	78.8	1,108,807	280,219	64,736	183,387	48,590	181,952	30,862
• Edinburg	24.6	.0108	23.7	15.2	14.4	13.8	19.0	6.8	98,218	24,030	9,755	4,116	6,446	19,844	3,425
• McAllen	69.8	.0305	25.0	12.0	14.6	14.8	20.5	20.6	586,216	137,694	35,966	107,619	26,793	94,476	15,479
• Pharr	21.8	.0095	22.3	12.8	13.4	14.4	17.2	5.7	152,732	25,469	9,058	44,384	2,276	17,474	3,812
SUBURBAN TOTAL	175.6	.0769	22.4	13.5	13.0	13.9	18.2	45.7	271,641	93,026	9,957	27,268	13,075	50,158	8,146
MIDLAND	**84.2**	**.0369**	**29.5**	**9.9**	**17.0**	**21.6**	**19.0**	**30.6**	**516,266**	**107,625**	**32,057**	**38,694**	**29,677**	**140,586**	**9,433**
Midland	84.2	.0369	29.5	9.9	17.0	21.6	19.0	30.6	516,266	107,625	32,057	38,694	29,677	140,586	9,433
• Midland	71.3	.0312	29.4	10.3	17.0	21.9	18.5	25.2	510,076	105,844	31,469	38,683	29,629	140,246	9,433
SUBURBAN TOTAL	12.9	.0057	30.1	7.7	17.2	19.9	21.7	5.4	6,190	1,781	588	11	48	340	
ODESSA	**117.5**	**.0514**	**28.0**	**12.4**	**18.3**	**19.6**	**17.7**	**41.8**	**806,838**	**168,545**	**74,594**	**123,907**	**31,564**	**193,598**	**9,748**
Ector	117.5	.0514	28.0	12.4	18.3	19.6	17.7	41.8	806,838	168,545	74,594	123,907	31,564	193,598	9,748
• Odessa	91.0	.0398	27.9	12.7	18.6	18.8	18.0	32.7	796,433	167,021	73,632	123,907	30,965	193,305	9,748
SUBURBAN TOTAL	26.5	.0116	28.5	11.6	16.9	22.1	16.9	9.1	10,405	1,524	962		599	293	



In San Antonio

The SUNDAY EXPRESS-NEWS AS OF MARCH 31, 1981

The latest figures released by the Audit Bureau of Circulations — those reflecting the six-month period ENDING MARCH 31, 1981, show the Sunday Express-News with 186,815 copies, the largest Sunday circulation in San Antonio and South Texas. The figures are based on sworn publishers' statements to the ABC. For full details on THE LATEST CIRCULATION STORY IN SAN ANTONIO AND SOUTH TEXAS, ask your Branham or Hearst advertising representative to show you the latest ABC publisher's statement for the period ending March 31, 1981. It tells the latest circulation story.

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Houston Market Study, 1981
by Research Information Center, Inc. (RICI)

Computed by The Houston Post Research Department from ABC FAS FAX March 31, 1981

TEXAS (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SAN ANGELO	**85.9**	**.0376**	**29.4**	**15.8**	**15.6**	**15.5**	**25.7**	**31.1**	**485,901**	**99,107**	**37,330**	**57,950**	**20,404**	**139,755**	**6,421**
Tom Green	85.9	.0376	29.4	15.8	15.6	15.5	25.7	31.1	485,901	99,107	37,330	57,950	20,404	139,755	6,421
• San Angelo	73.9	.0323	28.9	16.2	15.6	15.4	25.0	26.9	485,154	98,960	37,246	57,844	20,351	139,542	6,421
SUBURBAN TOTAL	12.0	.0053	32.4	13.2	16.0	15.7	30.1	4.2	747	147	84	106	53	213	
SAN ANTONIO	**1,086.7**	**.4757**	**27.0**	**14.7**	**16.4**	**16.1**	**20.7**	**358.0**	**4,646,972**	**996,927**	**407,301**	**753,163**	**199,330**	**936,151**	**94,130**
Bexar	1,001.6	.4384	26.6	14.9	16.6	16.2	20.0	328.4	4,320,505	893,659	381,180	739,976	186,073	858,410	86,042
• San Antonio	796.5	.3486	27.6	12.6	15.9	16.3	22.0	268.3	3,959,647	744,334	355,909	695,722	172,182	832,972	79,870
Comal	37.4	.0164	32.3	11.3	14.5	16.4	29.7	13.4	163,535	59,425	9,661	7,321	2,592	33,683	5,499
Guadalupe	47.7	.0209	29.9	13.5	15.0	15.1	27.2	16.2	162,932	43,843	16,430	5,866	10,665	44,058	2,589
SUBURBAN TOTAL	290.2	.1271	25.3	20.4	17.8	15.6	17.1	89.7	687,325	252,593	51,392	59,441	27,148	103,179	14,260
SHERMAN - DENISON	**90.3**	**.0396**	**32.6**	**12.6**	**16.3**	**15.9**	**30.2**	**34.5**	**405,753**	**90,797**	**25,927**	**60,896**	**13,905**	**89,851**	**14,901**
Grayson	90.3	0396	32.6	12.6	16.3	15.9	30.2	34.5	405,753	90,797	25,927	60,896	13,905	89,851	14,901
• Denison	23.8	.0104	32.5	11.9	16.2	15.7	30.3	9.3	140,064	43,575	7,739	14,959	3,279	26,194	5,582
• Sherman	30.5	.0133	31.4	15.0	16.3	16.2	27.9	11.6	218,899	31,842	16,640	44,756	10,181	49,842	7,799
SUBURBAN TOTAL	36.0	.0159	33.7	11.0	16.5	15.8	32.0	13.6	46,790	15,380	1,548	1,181	445	13,615	1,520
TEXARKANA	**128.2**	**.0561**	**31.2**	**11.7**	**15.7**	**16.1**	**28.0**	**46.4**	**557,047**	**144,534**	**37,774**	**69,028**	**17,178**	**112,512**	**14,880**
Bowie	75.9	0332	31.5	11.7	16.0	16.3	28.1	27.9	355,743	69,736	26,237	54,355	14,853	95,819	7,106
• Texarkana	31.4	0137	33.0	12.6	14.0	15.1	32.1	12.2	277,039	40,953	20,646	53,324	13,664	86,741	5,246
Little River, Ark.	*14.2*	*.0063*	*30.2*	*11.4*	*15.2*	*15.4*	*27.3*	*4.8*	*36,256*	*11,477*	*738*	*4,086*	*627*	*10,715*	*1,359*
Miller, Ark.	*38.1*	*.0166*	*31.1*	*11.8*	*15.0*	*16.1*	*28.0*	*13.7*	*165,048*	*63,321*	*10,799*	*10,587*	*1,698*	*5,978*	*6,415*
• *Texarkana*	*21.4*	*.0094*	*31.6*	*12.0*	*15.2*	*15.8*	*29.1*	*8.1*	*150,266*	*60,759*	*9,160*	*9,884*	*1,541*	*5,366*	*6,415*
SUBURBAN TOTAL	75.4	0330	30.5	11.2	16.7	16.6	25.8	26.1	129,742	42,822	7,968	5,820	1,973	20,405	3,219
TYLER	**130.9**	**.0573**	**31.0**	**11.9**	**16.0**	**16.5**	**27.1**	**47.4**	**731,132**	**150,905**	**49,160**	**115,349**	**43,370**	**130,558**	**17,996**
Smith	130.9	0573	31.0	11.9	16.0	16.5	27.1	47.4	731,132	150,905	49,160	115,349	43,370	130,558	17,996
• Tyler	71.4	0312	30.8	13.2	15.8	17.0	26.4	26.2	684,957	140,431	48,096	114,594	42,995	124,499	17,351
SUBURBAN TOTAL	59.5	0261	31.1	10.4	16.1	15.8	28.0	21.2	46,175	10,474	1,064	755	375	6,059	645
VICTORIA	**70.1**	**.0307**	**27.9**	**12.4**	**17.4**	**17.2**	**20.5**	**23.7**	**441,338**	**78,386**	**32,080**	**61,717**	**21,400**	**114,831**	**10,840**
Victoria	70.1	.0307	27.9	12.4	17.4	17.2	20.5	23.7	441,338	78,386	32,080	61,717	21,400	114,831	10,840
• Victoria	51.5	0225	27.7	12.6	17.8	17.7	19.3	17.7	439,783	77,787	31,656	61,596	21,395	114,795	10,840
SUBURBAN TOTAL	18.6	0082	28.7	11.8	16.1	15.8	24.1	6.0	1,555	599	424	121	5	36	
WACO	**172.8**	**.0756**	**31.4**	**14.7**	**14.1**	**16.1**	**28.8**	**62.8**	**840,358**	**170,080**	**69,471**	**89,483**	**38,697**	**208,670**	**26,694**
McLennan	172.8	.0756	31.4	14.7	14.1	16.1	28.8	62.8	840,358	170,080	69,471	89,483	38,697	208,670	26,694
• Waco	101.7	0445	31.3	16.5	13.0	15.9	29.3	37.7	683,031	108,782	58,554	83,533	29,830	168,442	25,031
SUBURBAN TOTAL	71.1	.0311	31.5	12.1	15.6	16.5	28.0	25.1	157,327	61,298	10,917	5,950	8,867	40,228	1,663

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San Antonio Light

FIRST IN TEXAS COMMUNITY SERVICE

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TEXAS (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WICHITA FALLS	**130.9**	**.0572**	**29.4**	**16.0**	**16.2**	**16.6**	**24.3**	**47.2**	**702,357**	**137,145**	**50,748**	**91,314**	**38,049**	**164,888**	**15,570**
Clay	9.7	.0042	39.0	8.8	14.1	16.4	37.9	3.7	18,724	4,671	82	787	184	3,024	813
Wichita	121.2	.0530	28.8	16.6	16.4	16.6	23.2	43.5	683,633	132,474	50,666	90,527	37,865	161,864	14,757
• Wichita Falls	94.0	.0411	28.3	18.6	16.5	16.0	22.9	33.1	621,857	113,540	48,639	89,875	35,994	139,316	12,858
SUBURBAN TOTAL	36.9	.0161	32.4	9.5	15.5	18.0	28.0	14.1	80,500	23,605	2,109	1,439	2,055	25,572	2,712
OTHER COUNTIES															
Anderson	39.0	.0171	35.5	8.8	15.7	16.0	34.6	12.7	134,233	34,434	6,393	8,673	4,218	37,638	6,141
Andrews	13.6	.0059	28.7	11.0	16.1	20.2	19.7	4.5	57,416	12,908	3,836	2,829	2,363	16,393	1,319
Angelina	65.4	0286	30.1	12.0	17.1	15.4	26.3	22.3	293,209	81,031	15,637	16,897	13,922	61,092	11,679
Aransas	14.7	0065	34.1	8.2	13.4	15.9	32.9	5.4	59,157	20,963	3,255	1,394	1,240	7,662	2,318
Archer	7.4	.0032	36.8	9.6	13.4	17.3	34.7	2.7	19,806	6,012	748	111	57	6,317	278
Armstrong	2.0	.0009	40.3	7.9	14.1	15.7	39.8	.8	3,521	1,025	100	427	66	577	58
Atascosa	25.6	.0112	29.3	11.3	13.9	14.8	27.3	8.3	69,264	17,736	4,401	5,287	1,148	13,011	1,414
Austin	18.1	.0079	41.1	8.6	12.3	14.2	41.5	6.6	54,722	15,807	2,921	3,053	1,945	12,610	1,624
Bailey	8.1	.0036	29.7	10.5	15.0	16.4	25.7	2.7	31,101	9,688	1,917	767	915	9,097	911
Bandera	7.3	.0032	42.7	7.4	11.1	15.9	42.2	2.9	12,155	3,294	449	63	148	2,795	
Bastrop	25.3	.0110	37.2	9.4	11.7	14.3	37.8	9.0	58,828	25,570	3,166	1,780	498	7,348	2,390
Baylor	4.9	.0022	44.7	7.3	12.2	15.6	44.5	2.0	16,790	4,062	915	359	164	4,338	737
Bee	26.3	.0115	25.4	17.1	15.9	13.6	21.1	8.3	92,581	18,229	5,131	5,209	2,799	26,199	1,625
Blanco	4.8	.0021	42.5	7.8	11.6	14.5	42.7	1.9	14,279	4,716	1,410		293	610	155
Borden	.9	.0004	34.0	9.1	16.2	22.8	25.5	.3	426						227
Bosque	13.6	.0059	49.1	7.9	10.8	12.3	49.3	5.6	38,471	9,919	1,221	1,861	606	12,899	2,889
Brewster	7.6	.0033	24.3	25.1	14.1	12.1	21.5	2.7	37,668	8,607	2,031	1,052	441	6,249	1,781
Briscoe	2.6	.0011	34.2	8.5	15.2	15.0	33.8	1.0	6,007	2,526	545	176		1,112	123
Brooks	8.4	.0037	28.4	11.0	16.4	15.7	23.4	2.6	31,768	7,753	2,410	1,562	1,229	9,667	89
Brown	33.6	.0147	36.5	12.3	12.9	13.2	38.1	12.6	152,605	34,106	7,509	16,482	4,753	40,585	4,707
Burleson	12.5	.0055	38.1	9.3	11.2	13.7	39.1	4.5	32,582	7,286	2,595	1,641	833	6,385	302
Burnet	18.3	.0080	43.6	7.5	11.3	13.6	44.2	7.2	64,139	13,064	2,010	5,892	2,367	13,714	2,390
Caldwell	23.9	.0104	28.6	15.3	11.6	13.0	29.6	7.5	72,642	16,404	3,371	2,530	1,227	26,510	1,428
Calhoun	19.7	.0087	27.1	12.4	17.3	18.8	17.4	6.6	82,290	23,288	4,547	3,868	3,531	16,233	2,723
Camp	9.4	.0041	36.3	8.9	11.8	15.6	35.8	3.5	31,700	7,528	1,316	1,020	1,878	9,091	1,567
Carson	6.7	.0029	33.7	8.2	16.3	17.6	30.3	2.4	19,340	4,035	1,357		96	3,680	395
Cass	29.8	.0131	34.3	9.9	13.7	15.0	34.0	10.7	103,665	34,342	6,235	7,301	2,483	20,689	2,918
Castro	10.6	.0046	26.3	11.0	17.1	16.9	18.2	3.2	39,300	8,381	1,072	3,020	912	13,418	1,298
Chambers	19.1	.0084	30.3	11.3	16.1	18.4	24.0	6.5	78,418	21,002	5,615	1,047	512	24,832	1,661
Cherokee	38.7	.0169	36.9	10.6	12.7	14.6	37.2	13.9	115,201	29,765	3,682	7,398	3,524	33,807	3,157
Childress	7.0	.0031	43.7	7.7	11.3	14.6	44.0	2.8	28,137	6,944	1,724	3,399	860	4,611	977
Cochran	4.8	.0021	30.3	10.3	15.9	15.9	26.6	1.5	13,867	3,449	117	587	223	4,907	736
Coke	3.2	.0014	41.5	8.0	10.3	17.5	40.5	1.3	13,331	1,439	483	88	26	8,785	104
Coleman	10.5	.0046	46.6	7.1	10.3	13.9	46.8	4.3	36,277	11,111	1,864	1,187	155	7,125	1,767
Collingsworth	4.6	.0020	43.5	7.9	10.4	14.4	43.8	1.8	14,394	3,316	308	1,615	207	993	1,431
Colorado	19.0	.0083	36.4	9.2	12.5	16.0	35.5	7.1	90,537	17,069	6,519	2,856	1,696	31,459	2,002
Comanche	12.7	.0055	44.2	8.6	12.0	13.4	44.8	5.0	46,294	19,757	1,234	4,783	854	10,958	1,302
Concho	2.9	.0013	44.1	8.4	11.9	13.1	44.8	1.1	24,704	2,567	589	402		16,183	92
Cooke	28.0	.0122	33.2	11.2	13.7	16.0	31.5	10.3	144,700	29,853	8,825	4,721	4,494	27,507	3,919
Cottle	2.9	.0013	38.6	7.0	14.4	14.6	39.0	1.2	8,556	2,787	380	136	409	1,875	434
Crane	4.6	.0020	30.2	10.3	16.8	18.3	23.6	1.6	13,133	3,501	1,404	517	70	2,367	353
Crockett	4.7	.0020	30.0	10.7	16.2	17.0	25.0	1.6	26,401	7,198	695	754	717	3,185	724
Crosby	8.8	.0039	31.8	9.1	15.6	16.1	28.9	2.9	15,253	4,164	419	1,097	614	4,671	856
Culberson	3.3	.0014	24.9	11.6	18.0	15.6	16.3	1.0	16,425	1,462	1,123	247	57	1,641	167
Dallam	6.6	.0029	31.1	10.0	15.7	15.6	28.3	2.4	46,537	8,871	2,447	1,136	360	11,735	810
Dawson	16.1	.0070	29.6	10.4	14.7	15.5	26.5	5.5	71,853	14,742	7,453	4,342	3,237	17,767	2,096
Deaf Smith	21.3	.0094	25.9	11.7	17.6	15.6	18.4	6.6	79,257	23,251	8,174	4,460	4,472	18,020	1,339
Delta	4.8	.0021	50.1	9.6	10.8	10.9	50.1	1.9	10,065	2,965	73	484	380	3,655	742
De Witt	18.9	.0083	40.2	9.0	10.8	14.6	40.5	7.1	65,154	16,034	2,920	4,946	924	13,283	3,244
Dickens	3.5	.0015	42.5	7.3	11.8	12.4	43.8	1.4	16,178	2,547	490	600	85	3,565	705
Dimmit	11.6	.0051	24.0	13.0	12.8	14.2	21.1	3.2	34,799	12,788	2,441	3,267	350	1,283	279
Donley	4.1	.0018	42.7	11.1	11.1	13.4	43.5	1.6	22,498	2,697	1,387	2,525	490	10,124	627

Wichita Falls, Texas All-America City, 1980-1981

Population, economic center of 17 county North Central Texas, Southern Oklahoma market

- Independent Oil Production
- Diversified Industry
- Steady Economic Growth

Served by...

ALL-AMERICA CITY

Wichita Falls Times and Record News

All-American newspaper 1907-1981

- 91% net reach primary market
- No. 1 advertising medium in ideal test market
- Represented nationally by CWO&O

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Duval	12.6	.0055	29.3	10.7	13.5	15.3	27.0	3.8	25,198	10,865	1,743	251	278	3,959	517
Eastland	19.6	.0086	43.2	11.9	10.7	13.1	44.1	7.8	59,368	13,997	3,698	4,773	1,629	9,876	3,200
Edwards	2.0	.0009	32.2	10.2	13.1	16.2	30.1	.7	3,505	1,779	165	73			92
Erath	22.9	.0100	37.3	17.8	11.3	12.5	39.5	8.9	102,151	20,376	7,003	9,858	2,275	26,739	7,351
Falls	18.0	.0079	43.2	8.9	9.8	13.7	43.7	7.0	57,614	16,810	3,297	2,004	1,686	10,546	1,701
Fannin	24.4	.0107	42.8	8.8	12.3	14.4	43.1	9.4	93,645	20,817	2,315	4,760	1,590	41,616	2,031
Fayette	19.0	.0083	48.1	7.7	9.6	13.8	48.3	7.6	76,947	22,428	10,206	3,176	1,404	15,988	1,971
Fisher	5.9	.0026	41.4	7.3	11.4	15.4	41.2	2.2	12,265	3,337	777	957	322	3,412	716
Floyd	9.8	.0042	31.8	9.1	14.6	16.6	28.7	3.3	31,364	5,952	782	972	170	7,240	1,156
Foard	2.1	.0010	48.4	6.5	9.3	14.7	48.5	.9	4,343	1,651	39		31	774	
Franklin	7.0	.0031	41.6	8.3	11.9	15.2	41.5	2.7	16,334	2,649	742	817	1,306	3,091	500
Freestone	15.1	.0066	44.5	7.9	9.7	13.1	45.2	5.7	63,589	14,549	2,886	2,726	999	15,743	3,861
Frio	14.0	.0061	25.8	12.1	14.1	13.6	23.5	4.1	44,360	18,631	2,437	370	1,799	10,020	1,746
Gaines	13.3	.0059	28.8	10.7	17.0	17.4	22.1	4.3	35,968	13,287	2,039	443	347	7,079	1,609
Garza	5.3	.0024	31.4	9.3	14.2	15.1	29.8	1.9	17,897	6,593	1,266	1,097	281	2,004	618
Gillespie	13.7	.0060	40.7	7.9	12.0	15.6	40.4	5.3	56,899	12,361	5,121	4,880	2,997	9,474	1,712
Glasscock	1.3	.0005	30.6	7.8	16.1	17.3	25.6	.4	1,476	732	97				
Goliad	5.2	.0023	36.6	10.3	11.3	16.5	35.3	1.8	14,744	4,131	1,151	358	264	3,018	511
Gonzales	16.9	.0074	36.0	9.7	11.6	14.5	36.4	6.0	48,071	14,749	3,363	2,772	1,650	9,512	1,905
Gray	26.4	.0115	34.0	9.1	16.4	18.6	29.7	10.3	128,670	32,266	12,810	8,203	6,075	33,781	3,646
Grimes	13.7	.0060	36.9	9.6	11.2	13.2	38.5	4.9	35,817	9,867	2,850	1,603	564	5,292	908
Hale	37.9	.0165	29.0	11.0	15.5	16.0	24.7	12.6	178,352	47,844	8,510	16,872	9,887	40,449	7,314
Hall	5.6	.0025	39.0	8.6	12.5	13.9	39.9	2.2	16,849	3,873	823	889	330	4,915	1,098
Hamilton	8.4	.0037	51.3	6.8	8.7	13.6	52.0	3.5	25,327	4,915	1,320	863	1,951	4,700	1,295
Hansford	6.2	.0027	29.7	9.9	19.9	19.1	20.3	2.3	31,394	5,900	1,333	1,869	681	14,325	931
Hardeman	6.3	.0027	43.0	7.6	11.4	14.5	43.2	2.5	15,006	6,720	924	309	158	2,046	243
Hartley	4.1	.0018	32.3	9.4	16.2	18.6	27.1	1.4	5,662	517	60		63	2,816	
Haskell	7.7	.0034	42.7	7.3	11.0	15.9	42.3	3.0	30,156	7,227	1,282	1,065	2,308	8,343	1,063
Hemphill	5.5	.0024	32.0	8.6	15.0	16.7	28.8	1.9	27,206	8,630	1,957	39	32	5,105	2,307
Henderson	43.9	.0192	34.7	10.6	13.6	14.9	34.6	16.7	142,913	30,696	6,155	12,749	2,303	30,902	3,239
Hill	25.2	.0111	42.2	9.7	11.1	14.0	42.8	9.8	87,991	28,662	4,463	2,393	1,984	15,181	4,508
Hockley	23.5	.0103	28.2	13.8	16.2	15.5	23.4	7.7	86,116	19,010	5,860	3,018	2,513	20,098	3,277
Hopkins	25.6	.0112	35.6	11.2	13.7	14.4	36.2	9.7	93,105	20,810	4,285	7,036	2,202	31,234	3,454
Houston	22.5	.0098	34.2	12.3	14.9	13.9	35.0	7.4	71,054	18,831	1,837	1,082	3,066	28,484	1,850
Howard	32.7	.0144	29.1	13.3	17.1	16.9	23.0	12.0	242,762	42,013	16,815	14,844	4,031	83,241	3,562
Hudspeth	2.8	.0012	27.3	10.3	14.9	17.7	20.8	.8	3,741	864	386	152			36
Hunt	55.9	.0244	31.1	16.8	15.8	14.5	29.3	20.7	201,116	46,512	12,313	16,504	7,758	47,891	6,527
Hutchinson	26.5	.0116	34.1	9.6	14.2	20.1	28.6	10.0	95,185	30,075	6,717	3,462	3,250	23,651	3,313
Irion	1.4	.0007	37.8	9.4	13.4	13.6	39.0	.5	5,916	613	60				
Jack	7.5	.0032	39.6	8.3	14.0	16.7	38.5	2.9	27,113	4,873	1,534	366	471	8,069	1,382
Jackson	13.4	.0059	31.7	10.6	14.4	16.4	28.9	4.8	47,777	18,029	2,913	1,830	837	10,591	1,204
Jasper	31.3	.0137	32.2	10.1	15.0	16.0	29.8	11.0	147,633	42,625	4,659	11,597	4,243	51,488	5,758
Jeff Davis	1.7	.0007	32.9	9.8	15.0	16.4	30.4	.6	1,670	527	223				58
Jim Hogg	5.2	.0022	30.1	11.3	14.0	15.8	27.4	1.6	14,419	5,385	798	613	286	2,966	231
Jim Wells	36.8	.0161	27.4	12.3	15.9	16.3	21.5	11.4	171,307	51,693	10,400	8,595	6,011	48,211	4,579
Karnes	13.6	.0059	32.6	10.9	12.0	16.0	31.1	4.6	47,066	13,252	4,214	2,094	2,644	11,613	806
Kendall	10.9	.0048	36.9	8.6	13.9	16.0	36.0	3.9	36,141	11,551	3,722	896	140	7,201	742
Kenedy	.5	.0002	29.2	12.0	15.8	19.4	21.4	.2	903		74	560			
Kent	1.1	.0005	37.9	7.6	14.4	16.1	37.0	.4	2,134	192	23	35		820	
Kerr	29.5	.0129	41.3	8.0	11.9	14.7	41.4	11.5	118,381	29,635	6,577	8,737	5,827	16,514	2,068
Kimble	4.1	.0018	36.2	9.1	14.0	15.5	35.7	1.6	24,549	5,565	3,191	862	510	4,936	357
King	.4	.0002	34.5	10.3	13.9	17.3	32.0	.2	1,821		95	34			
Kinney	2.3	.0010	30.2	10.7	11.1	16.6	28.1	.8	4,033	1,986	169	52	35	106	44
Kleberg	33.4	.0146	23.6	25.2	16.4	12.5	16.3	10.4	147,084	51,061	11,577	3,577	6,560	31,186	1,977
Knox	5.3	.0023	41.9	6.8	10.8	15.4	41.7	2.0	16,295	5,133	1,081	307	96	1,579	1,036
Lamar	42.6	.0186	34.5	10.9	14.7	14.2	35.0	16.0	185,590	43,815	11,239	26,330	6,437	24,898	7,669
Lamb	18.8	.0083	33.0	9.0	14.1	16.1	31.0	6.5	56,693	16,473	2,247	3,564	1,523	14,542	2,058
Lampasas	12.2	.0053	32.3	12.6	10.4	13.7	33.5	4.5	41,168	9,889	2,622	3,525	1,548	9,932	891
La Salle	5.6	.0025	28.1	11.6	14.3	13.4	26.7	1.8	16,693	2,142	1,203	3,010	298	914	257
Lavaca	19.1	.0083	43.4	8.4	10.7	13.6	44.0	7.2	59,390	17,651	2,311	2,132	3,254	13,093	1,743
Lee	11.2	.0049	40.9	8.5	10.7	15.3	40.7	3.9	31,676	9,153	2,551	917	3,195	3,141	622
Leon	9.7	.0043	44.3	6.7	10.1	13.7	44.8	3.9	20,179	4,994	1,750	560	1,153	880	462
Limestone	20.4	.0089	42.1	9.0	11.7	13.8	42.7	7.5	73,173	34,599	2,452	1,165	1,201	12,102	2,509
Lipscomb	3.8	.0016	36.9	7.0	17.2	19.2	33.3	1.4	10,886	2,557	487	311	31	4,307	185
Live Oak	9.9	.0044	33.3	10.6	14.7	15.5	32.1	3.4	32,485	6,787	1,436	945	159	9,984	163
Llano	10.4	.0045	52.5	5.2	9.3	13.2	54.4	4.5	36,361	11,669	4,148	1,605	1,328	6,062	1,056
Loving	.1	.0001	52.9	2.0	18.0	20.0	59.0	.1	180		103				
Lynn	8.6	.0037	31.4	9.2	15.7	16.2	28.2	2.8	18,651	3,188	962	265	684	8,416	464
McCulloch	8.8	.0039	42.1	7.9	11.1	14.3	42.5	3.4	42,686	6,776	1,910	5,782	1,196	14,543	949
McMullen	.8	.0004	35.7	8.5	15.1	16.7	34.0	.3	596	187	46			74	
Madison	10.8	.0047	28.1	27.2	10.9	11.0	31.4	3.2	45,402	9,524	2,303	834	743	11,905	1,572
Marion	10.5	.0046	37.2	9.5	12.0	14.3	37.8	4.0	21,171	5,135	657	391	536	3,395	1,421
Martin	4.7	.0020	30.2	10.4	16.3	15.5	26.6	1.6	27,591	3,829	464	107	288	10,037	631
Mason	3.7	.0017	44.6	7.9	11.0	15.7	44.3	1.5	9,185	3,229	732	45	68	1,215	314
Matagorda	38.8	.0169	30.7	10.3	15.1	17.1	26.4	13.6	155,294	40,144	10,174	5,905	3,628	49,373	1,735
Maverick	32.5	.0143	23.5	12.9	14.2	14.7	18.3	7.9	99,136	26,676	4,167	13,381	6,712	6,467	4,822
Medina	23.4	.0102	30.5	11.4	14.0	16.0	27.7	7.6	67,671	22,493	4,010	1,959	1,034	17,884	1,464
Menard	2.3	.0010	40.9	8.2	12.3	14.6	41.1	.9	3,383	1,354	187			332	207
Milam	23.0	.0100	38.7	8.5	11.7	15.0	38.7	8.4	63,698	19,634	3,992	5,004	1,165	12,407	961
Mills	4.5	.0020	50.4	7.0	9.2	13.6	50.6	1.8	10,166	2,721	477	409	644	1,895	256
Mitchell	9.1	.0040	36.8	8.2	11.9	15.4	36.5	3.3	31,201	8,092	2,464	905	1,107	6,169	1,510

TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Montague	17.6	.0077	41.2	8.1	12.9	14.4	41.5	6.9	66,894	20,972	3,393	2,829	2,006	17,312	1,937
Moore	16.8	.0073	28.9	10.5	18.1	18.9	20.0	5.7	70,962	21,312	5,372	2,561	5,397	16,709	1,972
Morris	14.9	.0065	32.4	9.9	14.0	17.1	29.2	5.3	47,126	11,593	1,019	2,824	1,813	15,672	1,731
Motley	1.9	.0009	44.4	7.3	10.9	15.4	44.3	.8	6,127	993	41	125	33	618	207
Nacogdoches	47.6	.0208	26.2	25.0	12.8	12.5	26.1	16.9	196,206	46,600	13,889	17,548	10,809	33,497	7,005
Navarro	35.7	.0156	39.1	9.7	12.5	14.3	39.6	13.6	165,796	30,176	8,452	15,051	5,397	42,834	5,111
Newton	13.4	.0059	32.4	10.6	15.4	15.5	30.5	4.6	21,313	5,384	469	316		4,578	254
Nolan	17.5	.0076	34.2	9.2	14.3	16.2	32.7	6.5	109,263	31,736	6,650	9,648	2,427	16,962	4,715
Ochiltree	9.6	.0042	30.2	10.6	19.2	20.3	20.4	3.5	44,449	11,941	1,790	643	1,960	12,934	1,320
Oldham	2.3	.0010	28.1	11.6	19.8	15.0	21.4	.7	4,849	624	525	78			31
Palo Pinto	23.6	.0104	29.2	18.0	19.5	14.4	24.2	8.9	133,945	45,060	6,683	4,756	3,795	24,124	6,547
Panola	21.1	.0092	36.0	10.2	12.7	14.8	36.2	7.6	68,865	19,820	2,970	9,462	1,309	10,896	3,818
Parmer	11.1	.0049	28.1	10.9	18.6	16.3	20.9	3.5	27,470	7,256	1,000	2,849	60	5,083	4,164
Pecos	14.8	.0065	27.9	10.7	18.4	17.9	19.1	4.6	72,581	20,376	4,406	3,172	1,182	8,923	1,433
Polk	25.2	.0110	34.1	9.9	12.1	14.0	34.9	9.3	114,546	24,995	3,813	5,204	2,639	31,949	2,176
Presidio	5.2	.0023	30.4	10.6	13.2	15.1	28.9	1.7	20,902	5,853	849	2,093	424	3,765	70
Rains	4.9	.0021	39.3	9.6	12.5	14.0	40.0	2.0	11,020	6,441	511	1,275	935	71	159
Reagan	4.2	.0018	29.0	9.6	13.9	20.4	21.2	1.3	13,594	3,793	477	612	31	3,719	137
Real	2.5	.0011	35.3	8.6	14.6	13.7	36.6	.9	5,006	543	682	44		949	69
Red River	16.2	.0071	40.3	8.9	12.1	13.3	41.3	6.1	50,059	17,917	1,370	3,488	1,361	5,187	1,418
Reeves	15.7	.0069	26.3	12.2	17.1	15.9	19.1	4.8	54,641	14,636	4,205	2,623	1,486	14,213	1,189
Refugio	9.3	.0040	32.3	11.1	14.4	17.3	28.9	3.2	32,000	5,717	2,818	628	406	8,786	1,600
Roberts	1.2	.0006	34.4	7.9	16.8	18.5	30.4	.4	1,709	1,018	27				
Robertson	14.7	.0064	37.7	8.8	10.8	13.2	39.2	5.6	42,691	17,316	2,152	1,177	719	7,439	2,396
Runnels	11.8	.0052	39.8	8.7	11.8	14.9	39.8	4.5	43,306	11,382	1,659	3,032	2,458	10,273	1,383
Rusk	42.0	.0184	36.7	9.8	12.0	14.8	37.0	15.3	122,618	25,963	5,117	12,378	4,541	32,894	4,858
Sabine	8.8	.0038	35.1	9.3	13.9	14.0	36.1	3.4	34,710	13,220	1,970	985	1,013	5,942	446
San Augustine	8.8	.0039	35.6	9.1	12.5	14.3	36.2	3.2	28,481	6,724	604	1,122	1,623	8,275	1,086
San Jacinto	11.8	.0051	34.9	9.8	12.8	12.9	36.9	4.3	12,390	5,850	179	47	72	2,998	130
San Saba	5.7	.0025	44.6	7.9	11.0	13.1	45.2	2.2	15,166	4,282	305	351	208	3,636	688
Schleicher	2.9	.0013	33.2	9.6	13.5	15.0	32.6	1.0	4,950	2,027	376	166		274	257
Scurry	18.4	.0080	32.7	9.2	13.8	17.3	29.6	6.5	92,332	21,822	6,357	6,318	3,721	18,015	2,543
Shackelford	4.0	.0018	44.0	7.9	11.3	15.0	44.0	1.5	14,858	3,229	398		79	4,467	420
Shelby	23.3	.0102	36.0	9.9	13.1	14.1	36.8	8.7	87,000	26,289	2,261	5,291	2,345	20,330	2,294
Sherman	3.1	.0013	30.1	10.5	18.2	19.8	21.3	1.1	14,189	4,998	540	43	190	2,558	51
Somervell	4.3	.0019	38.6	8.6	13.7	14.2	39.2	1.6	19,971	11,862	1,159	213	418	364	350
Starr	28.0	.0122	23.3	11.5	13.4	13.6	20.3	7.1	65,811	25,937	2,501	3,706	3,830	9,062	1,781
Stephens	10.1	.0045	40.3	8.4	12.5	16.0	39.6	4.0	41,235	11,239	3,057	1,546	1,398	12,951	2,671
Sterling	1.2	.0005	31.1	9.8	14.4	15.3	29.2	.4	4,074	1,283	154				
Stonewall	2.4	.0010	40.4	8.5	12.0	17.3	38.8	1.0	5,504	588	486	82	29	1,048	179
Sutton	5.3	.0024	29.6	9.5	12.7	17.5	25.6	1.7	38,136	9,209	4,270	645	203	15,316	1,024
Swisher	9.7	.0042	30.3	10.1	15.8	16.4	26.1	3.3	31,585	5,378	2,616	2,032	907	10,359	1,500
Terrell	1.6	.0007	33.0	8.8	16.3	16.7	30.0	.6	5,650	171	666	1,016	28	842	110
Terry	14.6	.0064	28.5	10.7	16.3	16.6	22.9	4.9	89,422	16,202	3,013	3,502	2,070	35,464	2,274
Throckmorton	2.0	.0009	47.3	7.3	12.6	13.6	47.5	.9	2,857	684	238			192	116
Titus	21.8	.0095	35.9	9.4	13.4	15.5	35.5	7.9	141,260	23,829	9,079	17,149	4,704	37,065	4,307
Trinity	9.6	.0042	39.5	9.0	12.3	12.8	41.0	3.7	38,923	10,259	1,251	1,273	123	14,503	2,107
Tyler	16.5	.0072	35.9	8.1	12.7	14.6	36.3	6.0	44,080	17,129	2,400	799	298	10,057	297
Upshur	29.3	.0129	34.0	9.9	14.1	15.3	33.2	10.4	86,476	17,497	1,575	4,024	1,024	22,415	2,327
Upton	4.6	.0020	29.3	10.5	16.4	18.2	22.5	1.6	9,688	3,936	1,075	232	89	336	511
Uvalde	22.8	.0099	28.8	12.7	13.9	14.6	26.7	7.1	88,383	34,003	5,354	3,448	2,015	13,632	1,998
Val Verde	36.6	.0161	23.9	15.3	16.8	14.5	16.3	10.6	126,083	29,160	7,103	10,376	5,263	26,088	1,363
Van Zandt	32.1	.0140	39.2	8.8	13.1	14.7	39.5	12.0	104,341	25,457	4,029	1,786	669	43,006	2,761
Walker	42.7	.0187	26.1	29.2	18.3	13.4	20.3	12.3	156,786	37,690	22,482	8,499	5,274	32,569	5,788
Ward	14.1	.0062	30.1	10.8	17.0	18.7	22.9	4.8	58,121	12,583	3,009	2,187	2,085	12,049	1,001
Washington	22.2	.0097	37.3	13.3	11.3	14.1	38.1	7.9	97,761	38,185	3,669	4,380	3,149	24,927	2,526
Wharton	40.6	.0178	31.0	11.9	14.7	15.6	28.5	14.2	180,294	46,877	15,162	12,552	5,256	45,531	4,934
Wheeler	7.2	.0031	41.5	7.3	12.8	14.6	41.8	2.8	31,414	7,352	1,081	659	610	8,235	959
Wilbarger	16.0	.0070	40.4	8.5	11.9	15.4	40.2	6.0	57,613	11,516	3,452	6,673	2,618	14,018	1,623
Willacy	17.7	.0078	27.9	12.9	12.5	13.8	21.6	4.8	45,795	8,836	1,971	619	870	19,979	1,399
Wilson	17.1	.0075	31.2	11.5	13.7	15.2	29.6	5.6	38,878	8,403	1,662	1,061	1,034	16,619	925
Winkler	10.0	.0044	30.6	10.0	15.3	19.9	23.3	3.4	41,239	13,128	2,600	2,286	2,671	11,468	641
Wood	25.2	.0111	40.6	10.4	11.4	13.8	41.3	9.5	82,792	21,245	4,154	1,894	2,425	21,408	2,549
Yoakum	8.4	.0036	28.4	11.1	17.2	18.7	19.9	2.9	26,108	9,256	849	648	530	7,808	392
Young	19.3	.0085	40.3	8.1	12.8	15.6	39.9	7.5	81,134	20,742	2,650	5,374	2,479	20,105	2,959
Zapata	6.8	.0030	29.5	10.4	13.3	14.2	28.4	2.1	9,814	3,744	1,216		62	544	149
Zavala	11.7	.0051	23.9	13.3	13.3	13.9	20.7	3.1	21,400	8,069	1,687	1,437	730	1,907	1,313
TOTAL METRO COUNTIES	**11,601.7**	**5.0775**	**27.7**	**14.5**	**18.0**	**16.6**	**20.3**	**4,048.7**	**59,385,257**	**11,639,803**	**5,018,337**	**8,259,964**	**2,724,569**	**13,870,487**	**1,780,254**
TOTAL STATE	**14,474.8**	**6.3348**	**28.6**	**13.8**	**17.3**	**16.3**	**22.6**	**5,063.1**	**70,030,240**	**14,436,860**	**5,630,431**	**8,877,094**	**3,047,493**	**16,428,285**	**2,113,644**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

TEXAS

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ABILENE	**1,023,330**	**17,053**	**6.4**	**15.3**	**27.2**	**28.7**	**.0629**
Callahan	72,415	12,951	7.5	12.7	21.3	24.4	.0038
Jones	113,316	13,629	7.2	14.3	24.1	22.2	.0067
Taylor	837,599	17,804	6.1	15.7	28.4	30.2	.0524
• Abilene	738,837	18,117	6.0	15.7	28.6	30.9	.0476
SUBURBAN TOTAL	284,493	14,309	7.2	14.3	24.3	23.9	.0153
AMARILLO	**1,499,385**	**20,136**	**4.7**	**12.9**	**29.7**	**35.8**	**.0940**
Potter	795,412	18,045	5.5	14.6	29.3	30.1	.0560
• Amarillo	1,361,180	21,318	4.4	12.0	27.0	40.0	.0890
Randall	703,973	23,016	3.6	10.5	30.4	43.6	.0380
SUBURBAN TOTAL	138,205	16,506	6.6	18.1	45.3	11.6	.0050
AUSTIN	**4,631,803**	**18,476**	**5.8**	**14.4**	**24.9**	**34.5**	**.2573**
Hays	218,657	12,276	9.2	17.9	22.4	18.3	.0137
Travis	4,004,163	20,152	5.3	13.6	25.1	38.5	.2190
• Austin	3,291,268	19,682	5.5	13.9	25.0	37.4	.1908
Williamson	408,983	12,843	7.4	17.5	25.4	17.4	.0246
SUBURBAN TOTAL	1,340,535	16,123	6.5	15.4	24.8	28.4	.0665
BEAUMONT - PORT ARTHUR - ORANGE	**3,207,772**	**21,793**	**4.0**	**10.3**	**26.9**	**40.5**	**.1825**
Hardin	277,801	19,009	4.3	11.4	30.0	30.0	.0166
Jefferson	2,234,249	21,886	4.1	10.6	26.0	41.1	.1284
• Beaumont	1,073,244	20,649	4.6	11.3	23.5	39.9	.0683
• Port Arthur	464,162	18,122	5.1	13.7	30.1	28.8	.0279
Orange	695,722	23,043	3.5	8.9	28.2	43.6	.0375
• Orange	201,720	21,371	4.0	9.3	26.6	39.9	.0140
SUBURBAN TOTAL	1,468,646	23,778	3.2	8.4	28.1	45.6	.0723
BROWNSVILLE - HARLINGEN - SAN BENITO	**950,216**	**11,653**	**8.7**	**17.0**	**21.1**	**18.5**	**.0695**
Cameron	950,216	11,653	8.7	17.0	21.1	18.5	.0695
• Brownsville	358,546	11,048	8.2	16.5	19.6	17.9	.0310
• Harlingen	237,174	13,373	8.1	15.8	23.3	22.0	.0180
• San Benito	71,765	11,250	9.3	19.0	21.6	14.9	.0052
SUBURBAN TOTAL	282,731	11,568	9.5	17.6	21.4	17.7	.0153
BRYAN - COLLEGE STATION	**680,085**	**15,190**	**6.7**	**15.8**	**25.7**	**24.8**	**.0397**
Brazos	680,085	15,190	6.7	15.8	25.7	24.8	.0397
• Bryan	314,186	15,355	6.1	16.3	27.2	24.0	.0204
• College Station	294,852	15,598	8.0	15.8	22.6	29.1	.0163
SUBURBAN TOTAL	71,047	13,120	5.1	13.9	29.1	16.8	.0030
CORPUS CHRISTI	**2,252,767**	**17,971**	**5.6**	**14.2**	**27.1**	**31.8**	**.1358**
Nueces	1,910,628	18,220	5.4	14.1	27.3	32.5	.1139
• Corpus Christi	1,737,391	18,936	5.1	13.6	27.6	34.3	.1035
San Patricio	342,139	16,647	6.6	14.2	25.7	28.5	.0219
SUBURBAN TOTAL	515,376	15,232	7.1	15.8	25.5	25.1	.0323
DALLAS - FORT WORTH	**28,404,977**	**22,409**	**4.0**	**11.4**	**26.6**	**43.1**	**1.5371**
Collin	1,100,671	21,059	4.3	11.7	25.6	39.4	.0567
Dallas	16,491,759	24,022	3.7	10.9	25.2	47.6	.8770
• Dallas	9,737,793	22,013	4.4	12.5	25.2	43.0	.5193
Garland	1,378,373	26,937	2.1	7.5	27.8	57.2	.0656
Grand Prairie	615,092	23,094	3.0	10.5	32.6	43.7	.0289
Irving	1,146,699	26,679	2.4	8.2	27.1	55.5	.0617
Mesquite	584,038	26,174	1.8	6.8	30.8	54.8	.0365
Richardson	920,657	35,086	.9	3.7	13.7	78.6	.0502
Denton	1,221,356	20,318	4.8	12.5	26.1	37.8	.0620
Ellis	409,709	17,571	5.4	13.4	25.1	31.6	.0229
Hood	114,639	12,554	7.6	13.4	23.6	20.1	.0070
Johnson	458,673	17,839	4.8	12.6	31.9	27.3	.0265
Kaufman	250,133	15,334	5.6	14.9	26.1	24.9	.0153
Parker	348,643	18,516	4.6	12.9	29.8	30.3	.0194
Rockwall	96,005	15,898	6.0	13.2	24.8	27.8	.0056
Tarrant	7,720,616	21,847	4.0	11.7	28.7	40.9	.4344
Arlington	1,650,873	25,333	2.9	9.2	28.1	51.1	.0960
• Fort Worth	3,311,293	19,118	4.9	13.8	28.3	34.0	.1917
Wise	192,773	18,098	5.4	11.1	27.6	30.7	.0103
SUBURBAN TOTAL	15,255,891	23,438	3.6	10.2	26.9	45.5	.8261
EL PASO	**2,975,949**	**17,157**	**6.0**	**16.3**	**28.6**	**28.4**	**.1857**
El Paso	2,975,949	17,157	6.0	16.3	28.6	28.4	.1857
• El Paso	2,671,173	17,268	6.1	16.1	28.4	28.7	.1708
SUBURBAN TOTAL	304,776	16,135	6.0	18.4	29.6	25.2	.0149
GALVESTON - TEXAS CITY	**1,557,225**	**19,973**	**4.9**	**12.3**	**28.0**	**35.6**	**.0907**
Galveston	1,557,225	19,973	4.9	12.3	28.0	35.6	.0907
• Galveston	472,083	16,473	6.7	15.4	26.1	25.3	.0307
• Texas City	312,007	21,505	3.8	11.6	33.0	36.9	.0197
SUBURBAN TOTAL	773,135	22,599	4.0	10.3	27.2	42.8	.0403
HOUSTON	**28,996,760**	**23,988**	**3.7**	**10.2**	**24.4**	**47.4**	**1.5902**
Brazoria	1,464,001	24,879	3.2	8.7	25.2	49.6	.0771
Fort Bend	760,228	16,149	5.6	15.7	31.4	22.5	.0445
Harris	25,345,386	24,837	3.5	9.9	24.0	49.6	1.3841
Baytown	597,503	26,090	3.0	7.9	23.3	53.1	.0352
• Houston	16,764,499	23,385	3.9	10.9	24.6	46.1	.9517
Pasadena	1,152,521	27,442	2.4	7.9	24.1	58.2	.0613
Liberty	323,964	16,850	5.3	13.0	26.3	28.4	.0198
Montgomery	999,452	19,645	4.3	11.9	27.2	35.1	.0555
Waller	103,729	13,215	6.1	14.1	23.8	20.7	.0092
SUBURBAN TOTAL	12,232,261	24,728	3.3	9.3	24.3	49.3	.6385
HOUSTON - GALVESTON CONSOLIDATED AREA	***30,553,985***	***23,711***	***3.7***	***10.3***	***24.7***	***46.7***	***1.6809***
KILLEEN - TEMPLE	**1,422,418**	**14,987**	**7.2**	**19.4**	**29.3**	**20.7**	**.0808**
Bell	1,093,719	15,159	7.3	19.4	28.8	21.8	.0641
• Killeen	336,073	15,287	8.6	21.4	29.8	21.5	.0227
• Temple	330,496	16,413	6.1	15.3	27.0	27.0	.0217
Coryell	328,699	14,404	6.3	19.7	30.8	16.7	.0167
SUBURBAN TOTAL	755,849	14,330	6.8	20.4	30.0	17.2	.0364
LAREDO	**436,423**	**11,706**	**8.7**	**17.8**	**20.8**	**18.3**	**.0377**
Webb	436,423	11,706	8.7	17.8	20.8	18.3	.0377
• Laredo	392,901	11,598	8.8	18.2	21.0	17.3	.0355
SUBURBAN TOTAL	43,522	13,721	7.6	13.0	18.4	28.6	.0022
LONGVIEW - MARSHALL	**1,137,586**	**17,862**	**5.6**	**12.7**	**25.4**	**32.1**	**.0728**
Gregg	783,499	18,717	5.3	12.1	26.0	33.9	.0524
• Longview	523,637	20,138	4.8	11.4	26.2	37.4	.0369
Harrison	354,087	16,013	6.2	14.0	23.8	28.7	.0204
• Marshall	168,254	15,314	7.0	14.3	25.3	25.6	.0122
SUBURBAN TOTAL	445,695	16,545	5.8	13.4	24.6	29.3	.0237
LUBBOCK	**1,755,658**	**19,445**	**5.4**	**14.5**	**26.9**	**35.8**	**.1069**
Lubbock	1,755,658	19,445	5.4	14.5	26.9	35.8	.1069
• Lubbock	1,493,187	19,919	5.2	13.9	26.8	36.9	.0934
SUBURBAN TOTAL	262,471	17,217	6.9	17.2	27.4	29.7	.0135
McALLEN - PHARR - EDINBURG	**1,245,183**	**11,275**	**8.9**	**17.8**	**19.6**	**18.0**	**.0942**
Hidalgo	1,245,183	11,275	8.9	17.8	19.6	18.0	.0942
• Edinburg	123,579	13,520	7.3	17.1	21.9	23.3	.0086
• McAllen	401,964	14,362	7.7	15.2	19.8	28.5	.0354

El Paso!

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$3.2 BILLION RETAIL SALES

1980 SURVEY OF BUYING POWER, EL PASO RETAIL TRADE ZONE (RTZ)

The El Paso Times — El Paso Herald-Post

SERVING EL PASO FOR THE PAST 100 YEARS

SERVED BY GANNETT NEWSPAPER ADVERTISING SALES / STORY & KELLY-SMITH, INC.

TEXAS (cont.)

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Pharr	72,049	10,065	9.1	20.5	19.5	10.3	.0086
SUBURBAN TOTAL	647,591	10,276	9.7	18.6	19.1	13.6	.0416
MIDLAND	**854,027**	**23,979**	**3.5**	**10.8**	**25.5**	**47.6**	**.0469**
Midland	854,027	23,979	3.5	10.8	25.5	47.6	.0469
• Midland	718,020	24,489	3.3	10.6	24.8	48.8	.0419
SUBURBAN TOTAL	136,007	21,760	4.5	11.9	28.3	41.9	.0050
ODESSA	**969,842**	**21,221**	**4.1**	**12.2**	**32.1**	**37.5**	**.0621**
Ector	969,842	21,221	4.1	12.2	32.1	37.5	.0621
• Odessa	765,327	21,521	4.1	12.1	31.2	38.7	.0538
SUBURBAN TOTAL	204,515	20,243	3.8	12.6	35.8	33.3	.0083
SAN ANGELO	**599,756**	**15,590**	**7.0**	**16.7**	**27.7**	**24.2**	**.0391**
Tom Green	599,756	15,590	7.0	16.7	27.7	24.2	.0391
• San Angelo	519,519	15,628	6.8	16.3	28.0	24.2	.0359
SUBURBAN TOTAL	80,237	15,359	7.8	18.8	26.6	24.6	.0032
SAN ANTONIO	**7,879,376**	**18,058**	**5.5**	**15.1**	**28.3**	**31.2**	**.4566**
Bexar	7,300,503	18,206	5.5	15.0	28.5	31.5	.4230
• San Antonio	5,517,257	17,514	5.8	15.3	28.2	29.6	.3448
Comal	264,536	17,159	6.0	15.1	30.6	27.1	.0157
Guadalupe	314,337	15,879	6.2	16.5	25.7	27.2	.0179
SUBURBAN TOTAL	2,362,119	19,632	4.7	14.6	29.2	35.7	.1118
SHERMAN - DENISON	**739,492**	**18,611**	**5.4**	**12.5**	**26.9**	**32.9**	**.0409**
Grayson	739,492	18,611	5.4	12.5	26.9	32.9	.0409
• Denison	207,618	18,875	5.4	12.3	26.9	33.9	.0122
• Sherman	285,623	21,654	5.1	11.7	24.7	41.7	.0173
SUBURBAN TOTAL	246,251	16,241	5.7	13.4	29.0	24.7	.0114
TEXARKANA	**769,102**	**14,534**	**6.2**	**16.1**	**29.0**	**19.4**	**.0496**
Bowie	453,063	14,253	6.3	16.7	29.6	17.7	.0301
• Texarkana	193,330	12,987	7.6	16.9	26.4	16.8	.0167
Little River, Ark.	*87,165*	*16,007*	*4.8*	*12.3*	*26.6*	*26.2*	*.0048*
Miller, Ark.	*228,874*	*14,708*	*6.4*	*16.7*	*28.6*	*20.3*	*.0147*
• *Texarkana*	*139,561*	*15,120*	*6.0*	*16.4*	*28.2*	*22.2*	*.0104*
SUBURBAN TOTAL	436,211	15,050	5.6	15.7	30.5	19.7	.0225
TYLER	**1,008,463**	**18,065**	**5.2**	**13.6**	**26.7**	**32.0**	**.0619**
Smith	1,008,463	18,065	5.2	13.6	26.7	32.0	.0619
• Tyler	620,141	19,592	4.9	13.0	26.3	36.7	.0446
SUBURBAN TOTAL	388,322	16,215	5.4	14.2	27.4	26.1	.0173
VICTORIA	**525,201**	**19,635**	**5.1**	**13.2**	**26.4**	**36.0**	**.0342**
Victoria	525,201	19,635	5.1	13.2	26.4	36.0	.0342
• Victoria	406,244	20,419	5.3	13.1	25.2	38.4	.0294
SUBURBAN TOTAL	118,957	17,693	4.7	13.3	30.2	28.6	.0048
WACO	**1,189,402**	**16,168**	**6.3**	**13.9**	**27.2**	**26.0**	**.0740**
McLennan	1,189,402	16,168	6.3	13.9	27.2	26.0	.0740
• Waco	737,320	15,957	6.6	14.2	25.4	27.1	.0504
SUBURBAN TOTAL	452,082	16,464	5.9	13.5	30.0	24.2	.0236
WICHITA FALLS	**1,003,216**	**17,378**	**5.8**	**15.3**	**29.4**	**28.5**	**.0608**
Clay	68,288	15,739	6.6	14.1	25.5	26.8	.0033
Wichita	934,928	17,503	5.7	15.4	29.8	28.6	.0575
• Wichita Falls	731,552	17,559	5.9	15.2	29.2	29.2	.0477
SUBURBAN TOTAL	271,664	16,965	5.7	15.5	30.2	26.6	.0131
OTHER COUNTIES							
Anderson	181,658	11,871	6.5	16.2	25.0	14.9	.0126
Andrews	86,443	18,633	3.4	10.9	41.4	24.5	.0054
Angelina	380,338	15,641	5.4	16.2	32.6	19.8	.0253
Aransas	90,841	12,866	9.6	19.5	24.9	17.4	.0056
Archer	65,158	20,720	4.9	9.7	28.2	37.0	.0031
Armstrong	16,909	19,423	4.5	12.6	26.0	35.6	.0007
Atascosa	133,896	12,663	8.3	16.7	23.9	18.7	.0081
Austin	97,022	11,922	6.9	14.2	24.2	17.8	.0050
Bailey	62,682	16,250	6.2	17.2	21.3	32.9	.0034
Bandera	38,633	11,015	9.7	21.6	20.7	12.3	.0020
Bastrop	120,062	9,828	8.0	15.7	21.0	12.6	.0074
Baylor	35,660	12,750	8.5	13.8	22.6	22.1	.0020
Bee	134,080	13,305	7.5	19.3	26.3	17.2	.0089
Blanco	28,094	10,754	8.7	14.6	22.4	15.5	.0018
Borden	5,131	14,769	10.0	21.0	31.7	17.3	.0001
Bosque	87,454	11,534	7.5	15.8	21.5	17.8	.0049
Brewster	40,647	10,866	9.7	19.9	20.1	14.3	.0030
Briscoe	21,423	16,000	5.8	18.5	25.2	28.9	.0010
Brooks	36,394	9,362	8.6	11.8	18.9	16.7	.0027
Brown	201,511	12,320	8.9	16.3	24.6	17.4	.0132
Burleson	59,129	10,227	7.1	15.5	23.2	12.1	.0037
Burnet	116,675	11,982	8.5	14.9	24.0	18.0	.0068
Caldwell	131,773	13,778	7.2	14.7	24.8	21.8	.0081
Calhoun	131,962	18,295	5.0	14.9	31.7	28.3	.0079
Camp	58,261	12,096	6.9	13.5	21.2	21.3	.0034
Carson	57,415	21,493	4.0	9.5	27.6	39.9	.0028
Cass	163,674	13,092	5.8	15.5	25.5	18.6	.0103

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			A	B	C	D	
Castro	62,820	15,142	9.3	20.5	25.8	24.6	.0038
Chambers	141,286	19,620	5.4	11.5	24.4	35.7	.0081
Cherokee	253,141	13,555	6.9	14.6	23.5	22.5	.0140
Childress	44,759	12,821	7.5	19.7	23.4	18.2	.0026
Cochran	24,267	13,683	8.4	16.9	25.7	20.3	.0016
Coke	23,115	14,163	8.2	18.8	24.5	22.7	.0013
Coleman	68,417	11,847	7.7	15.7	21.8	18.9	.0040
Collingsworth	26,326	10,281	7.6	16.0	19.9	15.2	.0017
Colorado	134,962	15,747	6.1	13.5	25.5	26.5	.0081
Comanche	74,856	10,978	8.2	16.3	20.2	17.1	.0045
Concho	18,865	12,912	9.5	18.5	20.5	22.9	.0017
Cooke	213,122	17,813	5.0	12.8	26.5	31.3	.0127
Cottle	30,110	17,323	5.7	15.4	22.6	34.6	.0014
Crane	35,413	20,604	4.3	13.0	42.8	29.4	.0018
Crockett	30,061	15,831	7.7	17.5	32.3	21.1	.0020
Crosby	57,280	14,763	7.1	18.2	22.6	26.7	.0029
Culberson	14,958	13,974	8.4	21.2	34.6	11.4	.0011
Dallam	45,020	15,639	6.1	16.4	27.2	25.0	.0034
Dawson	112,630	15,336	7.3	15.6	23.0	27.9	.0067
Deaf Smith	141,212	17,411	5.8	17.4	27.7	30.1	.0082
Delta	20,165	7,157	7.2	16.2	16.8	5.9	.0013
De Witt	111,357	11,393	8.0	15.2	21.0	18.6	.0068
Dickens	25,170	14,211	7.3	13.0	24.5	23.4	.0015
Dimmit	42,890	10,056	10.1	18.5	18.7	13.1	.0032
Donley	29,351	12,400	6.5	13.7	18.0	24.9	.0019
Duval	57,879	12,084	8.1	14.4	23.4	18.6	.0034
Eastland	123,362	11,634	7.6	15.1	23.3	16.7	.0070
Edwards	12,984	11,030	11.4	20.6	13.7	20.2	.0006
Erath	133,818	10,835	7.7	17.0	21.2	14.9	.0088
Falls	99,694	9,638	8.6	15.0	18.7	15.0	.0061
Fannin	136,694	10,799	7.5	14.1	23.5	15.0	.0089
Fayette	120,439	11,085	8.4	15.9	19.6	18.6	.0073
Fisher	41,781	14,385	6.1	13.0	24.5	23.7	.0021
Floyd	68,345	16,130	6.4	17.2	24.1	29.4	.0037
Foard	15,508	11,250	7.8	18.8	19.0	17.2	.0007
Franklin	38,083	9,176	6.5	14.3	20.6	12.6	.0021
Freestone	89,830	11,580	7.0	14.7	19.3	20.8	.0059
Frio	57,033	9,900	10.4	18.0	17.6	13.9	.0042
Gaines	101,068	19,849	5.0	13.8	24.9	36.1	.0051
Garza	36,063	16,382	5.9	15.9	27.6	26.6	.0021
Gillespie	118,502	19,305	5.6	12.8	26.5	34.7	.0061
Glasscock	11,498	20,692	4.0	15.7	26.0	40.0	.0006
Goliad	29,566	12,113	8.2	17.2	22.7	17.5	.0016
Gonzales	98,388	12,163	7.6	16.4	19.4	22.2	.0057
Gray	223,145	20,028	4.6	13.0	28.5	35.8	.0124
Grimes	67,624	9,725	8.0	14.7	18.1	16.2	.0042
Hale	237,559	15,005	7.5	18.2	25.2	24.8	.0154
Hall	30,814	10,587	9.6	16.0	22.9	13.1	.0018
Hamilton	54,685	11,710	8.1	17.6	24.4	15.0	.0030
Hansford	38,959	13,727	10.0	24.0	27.9	17.1	.0027
Hardeman	44,107	14,380	7.0	16.4	25.2	23.1	.0022
Hartley	33,360	21,364	3.9	11.0	24.4	39.1	.0014
Haskell	47,495	12,014	8.3	13.8	23.4	19.1	.0029
Hemphill	32,847	13,679	7.5	13.4	24.9	21.6	.0023
Henderson	288,360	14,011	6.9	14.7	24.0	23.2	.0163
Hill	140,162	10,734	7.7	16.6	21.2	14.9	.0089
Hockley	141,253	15,493	7.3	16.0	27.6	23.7	.0086
Hopkins	168,754	13,626	7.5	17.0	24.9	20.6	.0098
Houston	108,290	9,948	9.5	16.3	18.5	15.0	.0072
Howard	259,796	18,483	5.0	14.9	30.0	31.7	.0176
Hudspeth	10,465	11,136	12.5	23.4	24.9	8.4	.0006
Hunt	360,877	14,371	6.6	15.8	25.6	22.5	.0211
Hutchinson	227,068	21,064	3.7	9.7	32.7	37.1	.0115
Irion	8,987	14,095	7.0	18.8	25.2	21.0	.0007
Jack	46,919	15,033	5.3	13.3	30.5	19.6	.0027
Jackson	94,152	16,832	4.3	13.2	25.9	28.8	.0053
Jasper	227,634	17,598	6.3	13.1	23.5	32.4	.0135
Jeff Davis	10,587	14,053	7.8	18.4	25.7	21.4	.0005
Jim Hogg	18,254	8,716	8.9	19.3	15.1	9.6	.0013
Jim Wells	218,078	15,591	6.7	15.3	23.4	28.0	.0146
Karnes	88,489	14,591	6.9	14.4	20.6	28.2	.0049
Kendall	66,671	13,403	8.5	16.6	24.0	19.9	.0039
Kenedy	4,096	12,154	10.5	26.5	17.5	18.0	.0002
Kent	5,528	10,750	8.0	15.7	27.5	9.0	.0003
Kerr	224,374	14,725	7.3	19.2	25.0	23.9	.0125
Kimble	21,443	10,697	8.8	19.4	22.4	11.1	.0017
King	2,363	9,100	19.5	12.0	23.5	5.5	.0002
Kinney	7,383	6,036	9.6	10.6	13.1	3.3	.0005

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999	(B) $10,000–$14,999	(C) $15,000–$24,999	(D) $25,000 & Over	Buying Power Index
Kleberg	194,039	14,845	6.7	17.3	26.7	22.8	.0128
Knox	29,355	11,602	9.4	18.2	25.3	13.2	.0018
Lamar	271,194	13,605	6.4	14.8	23.5	22.4	.0170
Lamb	122,517	14,954	6.6	15.2	24.0	25.8	.0068
Lampasas	69,558	11,935	8.4	18.4	20.3	18.9	.0042
La Salle	20,236	7,452	8.8	13.8	16.9	8.0	.0015
Lavaca	86,685	8,954	7.7	14.7	21.0	10.3	.0060
Lee	70,095	12,685	7.4	14.4	20.9	22.8	.0039
Leon	61,897	11,080	7.1	12.9	20.2	20.2	.0032
Limestone	114,411	10,740	7.6	13.7	20.9	17.6	.0073
Lipscomb	27,915	17,660	5.4	15.3	33.5	25.1	.0014
Live Oak	43,758	9,688	9.1	14.7	24.0	10.0	.0031
Llano	57,925	9,738	9.7	18.1	19.4	11.3	.0036
Loving	1,476	7,333			20.0	20.0	.0001
Lynn	60,823	14,890	8.0	18.3	20.3	29.3	.0029
McCulloch	56,470	11,993	9.0	18.9	23.0	16.3	.0038
McMullen	4,369	12,583	6.3	15.3	29.7	11.3	.0002
Madison	49,456	10,457	6.4	13.0	22.5	15.8	.0037
Marion	41,953	7,500	6.7	16.9	17.2	6.6	.0028
Martin	31,263	15,432	7.8	14.9	22.3	28.7	.0021
Mason	25,839	13,021	7.2	16.5	23.0	20.6	.0013
Matagorda	262,329	16,752	5.1	12.7	25.1	29.5	.0154
Maverick	104,500	9,955	9.4	16.5	20.7	12.5	.0089
Medina	123,627	13,261	7.8	17.6	25.4	19.3	.0075
Menard	13,836	10,656	8.3	17.2	19.1	16.1	.0007
Milam	118,224	10,495	6.8	13.9	22.0	15.7	.0073
Mills	30,285	12,712	6.6	13.9	24.5	18.8	.0015
Mitchell	54,365	13,186	7.7	15.1	25.0	19.6	.0033
Montague	111,211	13,813	6.2	13.3	26.8	19.8	.0067
Moore	143,919	23,098	3.2	8.7	33.9	41.6	.0077
Morris	105,626	16,910	5.0	14.2	27.7	28.2	.0057
Motley	15,787	13,150	9.9	14.7	19.6	25.6	.0008
Nacogdoches	315,084	14,238	6.8	14.5	24.0	23.8	.0189
Navarro	223,368	12,008	6.8	13.9	22.1	20.2	.0145
Newton	82,451	14,761	6.7	16.0	25.2	24.0	.0040
Nolan	129,171	17,803	5.4	12.0	26.6	30.0	.0086
Ochiltree	81,616	19,817	4.2	13.5	33.9	33.4	.0044
Oldham	18,639	21,375	2.6	13.1	31.7	37.6	.0009
Palo Pinto	171,815	16,747	5.5	16.7	30.6	25.8	.0110
Panola	109,216	11,453	6.8	14.5	24.5	15.6	.0069
Parmer	75,681	16,754	6.6	18.5	26.8	29.8	.0039
Pecos	82,140	16,621	6.1	15.5	36.3	21.0	.0058
Polk	125,621	10,187	7.7	17.1	22.4	11.1	.0093
Presidio	27,937	11,763	8.6	16.1	19.0	21.4	.0019
Rains	25,471	8,884	6.3	16.7	18.9	11.2	.0015
Reagan	25,562	19,359	6.3	14.4	44.0	22.1	.0015
Real	12,322	9,545	9.1	19.7	20.6	8.1	.0007
Red River	69,408	8,027	8.0	15.2	17.4	9.5	.0048
Reeves	86,209	15,488	7.2	19.2	28.4	23.3	.0055
Refugio	66,397	16,835	6.5	14.8	26.6	28.6	.0036
Roberts	7,548	16,417	5.9	16.8	26.0	28.9	.0004
Robertson	68,144	8,356	7.1	13.7	19.1	11.5	.0045
Runnels	72,041	12,230	7.2	15.5	23.1	18.5	.0044
Rusk	269,905	14,677	6.1	13.7	25.5	23.7	.0149
Sabine	43,483	10,287	7.1	17.0	23.3	10.8	.0030
San Augustine	40,952	10,136	7.9	17.7	21.3	11.5	.0028
San Jacinto	53,183	8,032	7.1	14.8	15.5	12.7	.0029
San Saba	31,361	9,692	8.4	16.0	18.7	14.0	.0019
Schleicher	19,509	17,412	6.1	11.0	23.5	30.1	.0008
Scurry	136,765	18,290	5.7	12.8	28.7	31.0	.0083
Shackelford	33,995	18,682	4.6	10.4	25.6	33.0	.0017
Shelby	142,959	12,317	7.0	16.5	22.7	18.6	.0088
Sherman	28,449	20,595	4.0	12.9	33.3	35.9	.0014
Somervell	28,705	15,200	6.7	12.9	29.2	21.3	.0018
Starr	97,049	9,137	8.6	12.5	18.9	15.2	.0073
Stephens	74,284	14,776	6.8	14.2	23.6	25.9	.0041
Sterling	4,903	9,786	11.8	23.7	17.5	7.3	.0005
Stonewall	18,963	13,692	4.4	16.9	18.1	27.0	.0008
Sutton	32,635	15,415	6.8	13.9	25.3	25.7	.0025
Swisher	63,512	15,906	7.1	19.5	29.0	24.5	.0036
Terrell	13,045	17,647	6.0	10.8	21.2	35.7	.0006
Terry	113,014	18,324	5.1	15.8	23.0	35.9	.0072
Throckmorton	18,079	16,318	6.8	11.7	21.8	31.1	.0008
Titus	166,534	17,269	6.0	13.3	24.0	31.2	.0109
Trinity	46,594	9,792	7.3	18.8	19.6	10.9	.0033
Tyler	87,252	11,446	7.7	14.7	26.6	13.4	.0053
Upshur	178,255	13,863	6.5	15.4	25.4	21.3	.0102
Upton	32,153	18,438	6.0	14.6	35.5	25.2	.0016
Uvalde	119,941	12,701	8.5	16.3	22.1	21.3	.0079
Val Verde	179,369	13,857	8.5	19.0	26.7	18.8	.0121
Van Zandt	176,171	11,936	7.2	14.1	24.9	16.5	.0110
Walker	256,776	14,467	6.9	13.7	22.2	26.4	.0156
Ward	113,868	22,652	3.8	10.8	28.9	41.8	.0061
Washington	131,104	11,992	7.1	14.1	20.6	21.8	.0086
Wharton	298,772	16,917	6.1	12.6	22.8	31.8	.0173
Wheeler	46,520	13,000	7.3	16.7	24.0	19.2	.0029
Wilbarger	94,275	12,278	7.8	19.7	23.8	16.0	.0058
Willacy	68,726	9,742	10.3	16.8	16.8	15.2	.0049
Wilson	89,161	12,497	7.6	16.4	24.9	17.2	.0052
Winkler	71,807	20,276	4.1	13.2	35.3	32.0	.0041
Wood	185,119	15,218	6.5	13.5	21.5	29.1	.0098
Yoakum	66,630	21,789	6.7	14.6	27.7	40.1	.0035
Young	159,796	17,672	6.7	13.1	23.9	32.0	.0086
Zapata	16,461	5,645	8.4	12.8	11.0	2.8	.0013
Zavala	54,759	13,898	7.2	16.1	25.7	21.7	.0032
TOTAL METRO COUNTIES	**97,399,375**	**20,514**	**4.8**	**12.5**	**26.2**	**38.5**	**5.5444**
TOTAL STATE	**115,020,555**	**19,123**	**5.2**	**13.1**	**25.8**	**35.2**	**6.6125**

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UTAH

UTAH S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**225.8**	**.0988**	**21.3**	**20.0**	**14.7**	**10.7**	**13.9**	**60.6**	**664,530**	**134,634**	**32,381**	**111,126**	**43,976**	**131,455**	**20,407**
Utah	225.8	.0988	21.3	20.0	14.7	10.7	13.9	60.6	664,530	134,634	32,381	111,126	43,976	131,455	20,407
• Orem	54.2	.0237	18.1	10.4	15.7	12.9	11.2	14.7	311,363	52,473	12,716	86,851	27,116	35,682	8,068
• Provo	75.7	.0331	21.8	37.4	14.7	6.9	11.4	19.9	210,309	44,852	13,514	18,794	12,519	63,925	4,570
SUBURBAN TOTAL	95.9	.0420	21.5	11.6	14.3	12.5	17.4	26.0	142,858	37,309	6,151	5,481	4,341	31,848	7,769
SALT LAKE CITY - OGDEN	**956.5**	**.4188**	**25.2**	**14.1**	**17.9**	**14.8**	**17.6**	**306.2**	**3,754,770**	**727,017**	**211,070**	**641,509**	**269,129**	**757,720**	**78,286**
Davis	150.8	.0660	23.3	12.3	18.7	16.9	11.5	41.6	425,825	73,860	20,837	51,914	41,942	112,059	7,343
Salt Lake	633.2	.2772	25.5	14.3	18.2	14.2	18.5	207.9	2,656,594	524,110	152,800	465,703	199,146	502,006	52,631
■ Salt Lake City	162.1	.0709	28.4	18.1	16.5	11.8	27.4	68.4	1,054,831	146,805	84,909	144,019	122,445	222,417	20,953
Tooele	26.4	.0116	25.9	11.9	17.9	16.3	17.3	8.1	67,820	18,292	4,623	1,809	1,699	14,321	1,659
Weber	146.1	.0640	25.3	15.4	15.9	14.9	19.7	48.6	604,531	110,755	32,810	130,083	26,342	129,334	16,653
• Ogden	63.9	.0280	26.2	17.8	14.4	13.4	24.0	24.0	438,219	70,261	24,083	78,848	16,847	120,648	10,337
SUBURBAN TOTAL	730.5	.3199	24.4	13.0	18.5	15.6	14.8	213.8	2,261,720	509,951	102,078	426,642	129,835	414,655	46,996
OTHER COUNTIES															
Beaver	4.4	.0019	29.5	9.3	13.1	14.5	28.3	1.4	11,596	2,381	987	192		107	422
Box Elder	33.7	.0148	26.7	11.0	16.3	15.4	21.1	10.0	100,186	17,221	8,573	3,910	4,622	26,621	4,154
Cache	58.5	.0256	23.1	20.4	15.7	10.5	18.1	18.1	184,223	36,061	10,092	25,739	13,968	28,807	4,595
Carbon	22.8	.0099	29.5	12.0	11.5	14.9	28.8	7.5	95,216	26,666	5,079	4,528	2,506	19,007	5,093
Daggett	.8	.0004	28.4	7.3	23.6	16.1	18.3	.2	1,721	58	579			50	
Duchesne	13.0	.0057	21.8	8.8	13.7	12.4	19.9	3.6	41,080	14,095	1,472	4,334	1,717	7,832	488
Emery	12.1	.0053	27.4	8.8	13.8	13.7	25.9	3.4	21,661	8,687	1,794	914	316	45	270
Garfield	3.7	.0016	28.5	9.2	14.1	15.2	25.7	1.2	7,951	1,698	993	365	99	1,256	54
Grand	8.4	.0037	26.9	10.5	19.5	18.5	15.6	2.9	42,774	13,302	2,139	1,471	943	4,562	803
Iron	17.8	.0078	22.8	17.9	13.8	12.8	17.9	5.3	82,422	11,898	5,016	3,612	4,719	22,288	2,903
Juab	5.6	.0024	28.3	10.8	14.4	12.6	27.8	1.7	20,110	3,822	1,994	712	330	5,527	220
Kane	4.2	.0018	27.5	7.1	15.0	13.3	25.5	1.3	16,208	2,742	1,211	556	280	843	301
Millard	9.1	.0040	28.8	7.3	12.5	14.1	28.2	2.8	24,938	3,072	1,521	3,706	793	4,523	514
Morgan	5.0	.0022	26.0	10.0	17.0	16.9	17.7	1.4	5,696	1,319	387	1,235	217	502	111
Piute	1.3	.0006	32.5	6.6	15.9	11.2	34.8	.4	1,318	357	111	65	45		
Rich	2.2	.0009	28.3	7.5	17.1	13.1	25.5	.7	4,967	141	154	690	37	40	
San Juan	12.5	.0054	22.1	11.4	17.8	13.2	14.3	3.1	22,418	8,129	841	1,345	122	5,052	402
Sanpete	14.9	.0066	28.8	12.7	11.2	11.5	31.5	4.5	31,312	10,708	1,324	1,300	1,328	5,381	518
Sevier	15.2	.0066	29.0	8.6	12.6	14.1	28.4	4.7	61,037	11,044	3,730	4,421	1,827	11,005	1,699
Summit	10.6	.0046	27.3	10.0	16.8	14.3	22.8	3.5	37,372	6,516	6,206	2,135	330	3,776	1,484
Uintah	21.2	.0093	24.2	9.6	16.2	15.0	17.7	6.2	71,379	13,831	2,732	7,216	4,238	16,245	3,053
Wasatch	8.7	.0038	26.0	9.4	14.7	14.4	22.4	2.7	26,561	5,717	1,766	760	67	6,584	1,028
Washington	27.1	.0119	23.5	13.2	12.1	11.7	23.2	8.1	114,141	19,924	8,221	2,944	5,413	27,195	2,059
Wayne	2.0	.0008	31.0	7.0	11.1	15.0	30.5	.6	7,627	374	725	114	203		
TOTAL METRO COUNTIES	**1,182.3**	**.5176**	**24.2**	**15.1**	**17.3**	**14.0**	**16.9**	**366.8**	**4,419,300**	**861,651**	**243,451**	**760,635**	**313,105**	**889,175**	**98,693**
TOTAL STATE	**1,497.1**	**.6552**	**24.3**	**14.7**	**16.7**	**13.9**	**18.0**	**462.1**	**5,453,214**	**1,081,414**	**311,098**	**832,899**	**357,225**	**1,086,423**	**128,864**

SALT LAKE'S MOVING UP IN THE PACK!

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UTAH

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
PROVO - OREM	**1,201,868**	**17,416**	**6.3**	**15.5**	**33.0**	**24.9**	**.0736**
Utah	1,201,868	17,416	6.3	15.5	33.0	24.9	.0736
• Orem	308,435	20,156	4.4	13.3	35.0	31.9	.0229
• Provo	414,097	14,867	8.4	18.2	27.4	22.1	.0246
SUBURBAN TOTAL	479,336	17,643	5.7	14.6	36.2	23.0	.0261
SALT LAKE CITY - OGDEN	**6,526,614**	**19,342**	**4.5**	**13.4**	**33.8**	**31.3**	**.3802**
Davis	958,827	21,830	3.3	11.7	38.0	37.8	.0529
Salt Lake	4,450,706	19,149	4.7	13.3	33.0	31.0	.2606
• Salt Lake City	1,364,232	16,324	6.2	15.4	27.3	26.7	.0846
Tooele	160,481	18,214	3.3	15.4	40.1	26.3	.0068
Weber	956,600	18,013	4.9	14.9	33.2	27.7	.0579
• Ogden	431,645	15,805	6.0	16.3	30.0	22.9	.0311
SUBURBAN TOTAL	4,730,737	20,470	3.8	12.4	36.4	33.7	.2645
OTHER COUNTIES							
Beaver	20,670	12,655	4.9	17.6	28.6	12.6	.0013
Box Elder	224,279	20,330	4.2	11.5	30.7	36.1	.0122
Cache	295,521	13,863	7.5	16.9	29.3	16.5	.0190
Carbon	128,684	16,733	5.9	15.1	37.5	19.2	.0085
Daggett	3,954	21,100	.5	13.0	32.5	30.5	.0002
Duchesne	56,940	14,452	6.1	20.7	30.5	17.0	.0040
Emery	58,195	15,566	7.3	14.8	30.4	21.2	.0033
Garfield	21,849	15,480	6.5	18.4	31.7	20.3	.0012
Grand	59,632	19,607	4.5	11.9	39.4	28.9	.0038
Iron	74,762	12,804	7.3	24.6	30.4	8.6	.0061
Juab	22,296	12,456	8.4	24.7	32.7	5.5	.0017
Kane	22,161	15,123	5.5	22.9	34.3	16.4	.0015
Millard	41,583	13,699	6.4	18.7	29.0	14.8	.0028
Morgan	23,556	15,630	4.1	24.1	36.6	17.1	.0011
Piute	3,450	8,458	13.0	30.7	7.3	1.8	.0003
Rich	8,368	9,974	12.0	26.9	13.9	9.1	.0006
San Juan	49,224	13,829	8.0	15.4	28.3	17.5	.0032
Sanpete	53,804	10,113	9.2	24.4	18.1	8.0	.0037
Sevier	73,375	14,120	6.2	17.2	32.2	14.6	.0053
Summit	55,400	15,054	4.6	20.7	36.5	13.6	.0026
Uintah	126,596	19,042	4.6	12.5	35.5	30.0	.0076
Wasatch	39,348	13,436	8.1	23.8	33.1	8.5	.0026
Washington	135,113	13,927	7.3	18.9	27.6	18.1	.0097
Wayne	9,533	14,340	7.2	21.0	30.7	15.3	.0006
TOTAL METRO COUNTIES	**7,728,482**	**19,031**	**4.8**	**13.8**	**32.7**	**30.3**	**.4538**
TOTAL STATE	**9,336,775**	**18,155**	**5.1**	**14.5**	**33.2**	**27.9**	**.5577**

VERMONT

VT.

S&MM ESTIMATES — POPULATION—12/31/80

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BURLINGTON	**116.7**	**.0511**	**26.6**	**18.8**	**19.8**	**15.8**	**17.6**	**39.5**
Chittenden	116.7	.0511	26.6	18.8	19.8	15.8	17.6	39.5
• Burlington	37.6	.0165	25.3	26.8	15.3	13.9	21.3	13.5
SUBURBAN TOTAL	79.1	.0346	27.0	15.1	21.9	16.7	15.8	26.0
OTHER COUNTIES								
Addison	29.8	.0130	27.3	17.3	16.9	14.9	22.1	9.6
Bennington	33.6	.0147	31.6	11.9	16.7	16.5	27.9	12.2
Caledonia	26.1	.0114	31.2	12.1	15.0	16.4	27.8	9.4
Essex	6.4	.0028	31.0	12.3	15.0	16.4	27.6	2.2
Franklin	35.0	.0153	29.9	11.2	16.5	16.0	25.5	11.8
Grand Isle	4.7	.0021	30.9	9.7	15.6	16.6	27.0	1.7
Lamoille	17.0	.0074	28.8	13.6	18.1	15.0	23.9	6.1
Orange	23.1	.0101	30.2	11.3	16.5	15.6	26.6	8.0
Orleans	23.7	.0104	30.5	10.1	15.3	16.1	27.0	8.3
Rutland	58.8	.0258	31.3	12.4	16.4	16.2	27.8	21.0
Washington	52.8	.0231	30.6	13.0	17.3	16.0	26.3	19.0
Windham	37.3	.0163	31.4	12.0	17.0	16.5	27.4	14.2
Windsor	51.6	.0226	32.5	10.2	16.8	17.2	28.6	19.5
TOTAL METRO COUNTIES	**116.7**	**.0511**	**26.6**	**18.8**	**19.8**	**15.8**	**17.6**	**39.5**
TOTAL STATE	**516.6**	**.2261**	**29.7**	**13.7**	**17.4**	**16.1**	**24.6**	**182.5**

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
BURLINGTON	**490,297**	**97,974**	**48,225**	**77,100**	**23,114**	**53,296**	**8,858**
Chittenden	490,297	97,974	48,225	77,100	23,114	53,296	8,858
• Burlington	211,581	28,837	19,559	49,793	11,079	12,876	3,372
SUBURBAN TOTAL	278,716	69,137	28,666	27,307	12,035	40,420	5,486
OTHER COUNTIES							
Addison	84,301	24,788	6,150	5,095	1,278	10,300	1,762
Bennington	169,942	36,417	14,984	7,824	8,302	18,446	4,022
Caledonia	100,011	23,976	6,587	8,863	4,122	20,202	2,978
Essex	5,573	1,470	878	465	150	171	
Franklin	123,467	30,280	7,069	8,330	7,252	21,514	5,498
Grand Isle	10,382	2,666	410	746	114	2,192	
Lamoille	59,787	16,165	7,257	3,832	-2,598	6,101	1,536
Orange	64,733	15,548	3,442	3,367	788	8,236	1,822
Orleans	65,414	17,472	3,080	6,821	1,635	12,818	1,889
Rutland	229,963	48,049	17,676	21,966	6,888	43,840	7,197
Washington	214,525	46,423	17,686	19,582	8,829	36,756	6,166
Windham	174,425	48,073	18,362	3,442	3,860	12,899	3,748
Windsor	205,854	40,506	13,640	4,528	4,040	53,662	4,081
TOTAL METRO COUNTIES	**490,297**	**97,974**	**48,225**	**77,100**	**23,114**	**53,296**	**8,858**
TOTAL STATE	**1,998,674**	**449,807**	**165,446**	**171,961**	**72,970**	**300,433**	**49,557**

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VT. ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980							ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
BURLINGTON	**873,104**	**19,854**	**4.7**	**14.1**	**31.8**	**33.5**	**.0496**	Grand Isle	25,552	13,529	8.5	23.2	31.1	12.0	.0014
Chittenden	873,104	19,854	4.7	14.1	31.8	33.5	.0496	Lamoille	110,663	14,906	6.2	20.1	31.3	18.3	.0065
• Burlington	272,057	16,864	5.7	16.0	29.5	26.5	.0174	Orange	138,759	14,861	7.0	19.7	31.8	17.6	.0078
SUBURBAN TOTAL	601,047	21,286	4.1	13.1	33.1	37.2	.0322	Orleans	140,314	14,309	7.3	20.2	30.1	17.1	.0080
OTHER COUNTIES								Rutland	388,100	15,784	5.4	18.4	34.1	19.2	.0230
Addison	178,906	15,923	6.8	19.2	33.8	20.2	.0102	Washington	344,443	15,840	5.8	18.7	33.7	19.6	.0208
Bennington	219,686	15,875	6.1	17.6	33.4	19.9	.0143	Windham	266,863	16,262	5.8	17.2	31.7	22.7	.0159
Caledonia	163,709	15,214	6.7	18.1	32.7	18.2	.0098	Windsor	392,401	18,548	4.7	13.0	33.5	28.8	.0217
Essex	33,803	14,084	6.1	21.6	32.5	13.0	.0016	**TOTAL METRO COUNTIES**	**873,104**	**19,854**	**4.7**	**14.1**	**31.8**	**33.5**	**.0496**
Franklin	194,099	13,443	8.0	20.8	28.1	15.8	.0123	**TOTAL STATE**	**3,470,402**	**16,484**	**5.8**	**17.2**	**32.5**	**23.1**	**.2029**

VIRGINIA

VA. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group				House-holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLOTTESVILLE	**115.2**	**.0503**	**29.9**	**17.2**	**17.9**	**15.5**	**25.3**	**41.3**	**503,311**	**123,127**	**36,547**	**60,253**	**22,977**	**72,975**	**18,112**
Albemarle	51.9	.0227	30.3	13.0	18.8	17.4	23.8	19.3	56,135	16,226	365	2,199	319	14,173	1,091
Charlottesville	45.0	.0197	28.8	24.5	17.7	13.4	25.7	15.8	418,253	94,558	35,323	57,306	22,320	53,442	16,747
• Charlottesville	45.0	.0197	28.8	24.5	17.7	13.4	25.7	15.8	418,253	94,558	35,323	57,306	22,320	53,442	16,747
Fluvanna	10.4	.0045	32.8	10.0	13.9	15.7	31.2	3.5	12,716	5,574	457	236	166	2,708	230
Greene	7.9	.0034	29.8	12.8	17.8	15.4	25.3	2.7	16,207	6,769	402	512	172	2,692	44
SUBURBAN TOTAL	115.2	.0503	29.9	17.2	17.9	15.5	25.3	41.3	503,311	123,127	36,547	60,253	22,977	72,975	18,112
DANVILLE	**112.2**	**.0491**	**32.3**	**12.6**	**15.5**	**17.4**	**28.5**	**40.3**	**405,664**	**120,804**	**24,966**	**44,931**	**14,622**	**80,018**	**12,988**
Danville	45.5	.0199	34.4	13.0	14.8	17.6	31.5	17.7	322,723	84,569	21,224	40,714	12,797	61,102	11,042
• Danville	45.5	.0199	34.4	13.0	14.8	17.6	31.5	17.7	322,723	84,569	21,224	40,714	12,797	61,102	11,042
Pittsylvania	66.7	.0292	31.0	12.3	16.1	17.2	26.4	22.6	82,941	36,235	3,742	4,217	1,825	18,916	1,946
SUBURBAN TOTAL	66.7	.0292	31.0	12.3	16.1	17.2	26.4	22.6	82,941	36,235	3,742	4,217	1,825	18,916	1,946
LYNCHBURG	**154.6**	**.0676**	**31.7**	**13.5**	**16.7**	**16.8**	**27.7**	**53.1**	**674,291**	**171,222**	**39,466**	**79,096**	**29,726**	**131,434**	**29,880**
Amherst	29.5	.0129	31.2	13.1	17.8	16.9	26.3	9.2	85,123	29,143	2,288	4,751	2,804	25,252	4,905
Appomattox	12.1	.0053	33.3	10.7	16.5	16.3	30.8	4.1	54,223	15,286	2,029	1,963	857	18,327	2,453
Campbell	46.2	.0202	30.2	11.9	19.9	18.2	22.2	15.2	121,978	29,696	3,093	3,489	8,328	34,992	3,893
Lynchburg	66.8	.0292	33.2	15.3	13.9	15.9	31.6	24.6	412,967	97,097	32,056	68,893	17,737	52,863	18,629
• Lynchburg	66.8	.0292	33.2	15.3	13.9	15.9	31.6	24.6	412,967	97,097	32,056	68,893	17,737	52,863	18,629
SUBURBAN TOTAL	87.8	.0384	30.9	12.1	18.7	17.5	24.8	28.5	261,324	74,123	7,410	10,203	11,989	78,571	11,251
NEWPORT NEWS - HAMPTON	**367.1**	**.1607**	**27.9**	**15.9**	**18.0**	**17.7**	**19.5**	**126.5**	**1,615,517**	**345,782**	**155,510**	**230,388**	**114,513**	**262,496**	**37,547**
Gloucester	20.6	.0090	33.5	10.1	16.0	16.8	30.8	7.4	78,610	28,787	2,271	5,228	4,527	13,405	3,744
Hampton	122.7	.0537	27.7	16.2	19.7	17.9	17.5	42.1	636,310	129,800	47,305	120,095	32,217	84,869	8,141
• Hampton	122.7	.0537	27.7	16.2	19.7	17.9	17.5	42.1	636,310	129,800	47,305	120,095	32,217	84,869	8,141
James City	23.2	.0101	31.3	13.1	18.2	17.9	25.4	7.9	60,880	2,393	1,502	1,661	48,933		
Newport News	145.7	.0638	27.5	15.8	18.6	16.8	19.2	52.3	597,094	135,512	51,651	88,250	17,420	138,506	16,621
• Newport News	145.7	.0638	27.5	15.8	18.6	16.8	19.2	52.3	597,094	135,512	51,651	88,250	17,420	138,506	16,621
Poquoson	9.0	.0039	32.4	9.8	14.6	21.0	25.2	2.9	6,410	2,215	2,122	14	368	893	381
Poquoson	9.0	.0039	32.4	9.8	14.6	21.0	25.2	2.9	6,410	2,215	2,122	14	368	893	381
Williamsburg	9.9	.0044	23.3	50.5	11.9	8.9	16.6	2.9	131,543	26,937	29,292	8,507	4,818	20,525	4,791
Williamsburg	9.9	.0044	23.3	50.5	11.9	8.9	16.6	2.9	131,543	26,937	29,292	8,507	4,818	20,525	4,791
York	36.0	.0158	26.4	12.9	13.4	22.7	15.8	11.0	104,670	20,138	21,367	6,633	6,230	4,298	3,869
SUBURBAN TOTAL	98.7	.0432	29.0	15.8	15.1	18.8	22.1	32.1	382,113	80,470	56,554	22,043	64,876	39,121	12,785

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VA. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**813.7**	**.3562**	**27.4**	**16.8**	**17.6**	**17.2**	**19.3**	**271.0**	**3,290,220**	**735,811**	**287,791**	**423,191**	**152,957**	**687,408**	**84,956**
Chesapeake	116.2	.0509	29.0	12.0	17.9	18.7	20.6	37.3	436,290	107,976	32,034	17,495	3,344	122,803	14,815
• Chesapeake	116.2	0509	29.0	12.0	17.9	18.7	20.6	37.3	436,290	107,976	32,034	17,495	3,344	122,803	14,815
Norfolk	264.5	.1157	25.7	23.3	16.2	14.4	20.5	87.8	1,149,706	232,457	113,476	185,897	51,812	204,788	25,344
• Norfolk	264.5	1157	25.7	23.3	16.2	14.4	20.5	87.8	1,149,706	232,457	113,476	185,897	51,812	204,788	25,344
Portsmouth	104.0	.0455	29.9	13.9	15.4	16.5	25.6	36.9	406,244	110,269	28,692	58,117	19,574	84,278	10,701
• Portsmouth	104.0	0455	29.9	13.9	15.4	16.5	25.6	36.9	406,244	110,269	28,692	58,117	19,574	84,278	10,701
Suffolk	47.8	.0210	31.6	11.1	15.1	17.0	27.8	15.9	145,324	37,267	5,886	12,883	5,365	26,815	6,975
Suffolk	47.8	0210	31.6	11.1	15.1	17.0	27.8	15.9	145,324	37,267	5,886	12,883	5,365	26,815	6,975
Virginia Beach	269.8	.1181	26.6	14.9	20.5	19.5	13.1	89.0	1,132,229	241,774	106,768	147,238	72,435	248,346	27,084
• Virginia Beach	269.8	1181	26.6	14.9	20.5	19.5	13.1	89.0	1,132,229	241,774	106,768	147,238	72,435	248,346	27,084
Currituck, N. C.	*11.4*	*.0050*	*35.0*	*9.0*	*12.8*	*15.5*	*34.5*	*4.1*	*20,427*	*6,068*	*935*	*1,561*	*427*	*378*	*37*
SUBURBAN TOTAL	175.4	.0769	29.9	11.6	16.8	18.0	23.4	57.3	602,041	151,311	38,855	31,939	9,136	149,996	21,827
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**129.7**	**.0567**	**29.1**	**16.1**	**17.2**	**16.8**	**23.0**	**47.7**	**499,730**	**119,204**	**36,074**	**67,910**	**21,135**	**95,012**	**20,252**
Colonial Heights	16.6	.0073	31.5	12.7	18.0	20.5	23.2	5.9	64,872	18,783	6,512	4,068	927	12,396	4,514
• Colonial Heights	16.6	.0073	31.5	12.7	18.0	20.5	23.2	5.9	64,872	18,783	6,512	4,068	927	12,396	4,514
Dinwiddie	22.8	.0100	30.4	14.7	17.8	16.4	25.4	6.4	14,470	6,363	367	267	92	1,702	413
Hopewell	23.4	.0102	29.6	14.6	18.1	17.0	23.2	8.6	118,402	38,855	4,688	7,332	4,075	20,699	6,369
• Hopewell	23.4	.0102	29.6	14.6	18.1	17.0	23.2	8.6	118,402	38,855	4,688	7,332	4,075	20,699	6,369
Petersburg	40.8	.0178	31.3	12.7	14.6	16.1	28.4	15.3	292,102	53,892	17,998	55,193	15,559	60,215	8,956
• Petersburg	40.8	0178	31.3	12.7	14.6	16.1	28.4	15.3	292,102	53,892	17,998	55,193	15,559	60,215	8,956
Prince George	26.1	.0114	24.1	26.3	18.9	15.5	12.3	6.5	9,884	1,311	509	1,050	482		
SUBURBAN TOTAL	48.9	.0214	26.5	20.9	18.4	15.9	18.4	12.9	24,354	7,674	876	1,317	574	1,702	413
RICHMOND	**632.4**	**.2793**	**30.9**	**13.5**	**17.9**	**17.9**	**24.7**	**232.2**	**3,206,039**	**691,291**	**262,806**	**475,808**	**138,819**	**569,994**	**120,306**
Charles City	6.7	.0029	27.4	14.2	15.6	16.8	21.3	2.0	3,142	2,028	24	25			
Chesterfield	146.6	.0641	28.7	12.9	21.2	19.5	17.1	48.0	651,118	177,525	37,555	108,912	24,963	99,564	22,390
Goochland	11.9	.0052	31.1	11.9	17.5	17.2	25.9	3.8	20,596	5,044	492	133	492	4,011	28
Hanover	51.4	.0225	31.4	11.5	17.2	18.8	24.9	16.8	228,533	57,079	22,562	2,867	4,534	29,616	8,378
Henrico	182.5	.0799	31.3	12.4	18.8	19.5	23.6	68.7	1,052,271	233,957	72,398	221,480	55,528	184,002	46,550
New Kent	9.0	.0039	29.7	11.9	16.0	16.2	25.3	3.1	26,271	6,755	591	408		10,615	1,413
Powhatan	13.4	.0059	30.7	11.3	18.3	17.2	25.0	3.7	17,951	6,363	49	91	707	8,115	88
Richmond city	216.9	.0949	32.5	15.4	15.3	15.6	30.6	86.1	1,206,157	202,540	129,135	141,892	52,595	234,071	41,459
• Richmond	216.9	0949	32.5	15.4	15.3	15.6	30.6	86.1	1,206,157	202,540	129,135	141,892	52,595	234,071	41,459
SUBURBAN TOTAL	421.5	.1844	30.2	12.4	19.3	19.2	21.6	146.1	1,999,882	488,751	133,671	333,916	86,224	335,923	78,847
ROANOKE	**225.7**	**.0990**	**33.1**	**12.4**	**16.3**	**18.0**	**28.9**	**84.7**	**1,196,862**	**262,557**	**85,568**	**179,724**	**56,204**	**209,143**	**35,627**
Botetourt	23.6	.0104	33.5	11.0	15.8	17.9	29.8	8.2	58,767	11,795	1,338	2,651	1,237	11,827	331
Craig	4.0	.0018	34.3	10.5	16.5	15.4	33.5	1.5	4,520	296	39	399		566	198
Roanoke	74.1	.0324	31.4	11.7	19.6	20.9	22.1	25.4	255,838	100,321	29,789	16,386	13,625	12,553	13,927
Roanoke city	99.9	.0438	34.9	12.5	14.0	16.0	33.9	40.8	650,267	98,659	42,565	152,192	34,802	134,975	15,071
• Roanoke	99.9	0438	34.9	12.5	14.0	16.0	33.9	40.8	650,267	98,659	42,565	152,192	34,802	134,975	15,071
Salem	24.1	.0106	32.1	15.6	17.4	17.7	27.2	8.8	227,470	51,486	11,837	8,096	6,540	49,222	6,100
Salem	24.1	0106	32.1	15.6	17.4	17.7	27.2	8.8	227,470	51,486	11,837	8,096	6,540	49,222	6,100
SUBURBAN TOTAL	125.8	.0552	32.0	12.3	18.3	19.6	24.9	43.9	546,595	163,898	43,003	27,532	21,402	74,168	20,556

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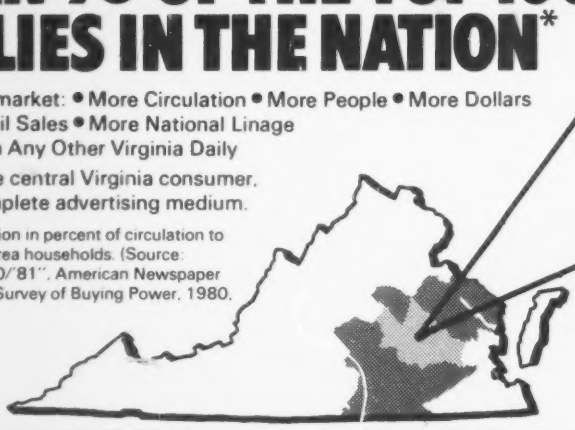
VA. (cont.) ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Accomack	31.4	.0137	38.3	9.2	12.4	16.5	37.2	11.7	93,768	30,615	6,136	8,342	2,444	8,675	5,122
☐ Alexandria	102.3	.0448	29.3	18.4	22.7	15.1	22.0	49.4	782,978	183,611	74,406	117,409	30,277	179,172	21,038
Alexandria	102.3	.0448	29.3	18.4	22.7	15.1	22.0	49.4	782,978	183,611	74,406	117,409	30,277	179,172	21,038
Alleghany	14.4	.0063	31.6	11.4	18.6	16.5	27.1	4.7	8,503	7,709	317	295		54	
Amelia	8.5	.0037	32.1	10.4	14.4	15.4	30.4	2.8	16,564	6,679	414	327	503	2,036	685
☐ Arlington	150.8	.0660	32.1	17.3	20.4	16.1	28.1	71.7	855,859	175,397	96,769	67,445	31,805	282,318	45,146
Augusta	54.5	.0239	32.3	11.3	17.9	18.0	27.3	18.4	107,536	24,964	6,015	856	2,371	26,562	1,611
Bath	5.9	.0025	35.6	12.8	15.8	15.7	34.9	2.0	14,561	4,103	578	2,830	1,082	248	1,644
Bedford	35.6	.0136	32.4	11.2	16.0	16.4	29.4	12.0	26,233	15,575	1,839	216	216	4,061	426
Bedford city	6.0	.0026	39.7	10.5	13.9	15.6	39.3	2.3	63,228	26,566	1,723	3,051	1,203	9,611	2,747
Bedford	6.0	.0026	39.7	10.5	13.9	15.6	39.3	2.3	63,228	26,566	1,723	3,051	1,203	9,611	2,747
Bland	6.4	.0028	34.3	13.0	15.5	17.1	31.9	2.1	10,670	1,291	358		118	4,673	
☐ Bristol	19.0	.0083	36.0	12.9	13.2	16.7	34.4	7.5	219,396	36,947	12,539	27,225	10,186	37,328	4,911
Bristol	19.0	.0083	36.0	12.9	13.2	16.7	34.4	7.5	219,396	36,947	12,539	27,225	10,186	37,328	4,911
Brunswick	15.6	.0068	30.8	14.2	12.5	16.0	28.7	5.1	36,903	14,069	588	1,762	742	7,989	1,054
Buchanan	38.4	.0168	26.7	13.3	17.7	15.9	19.5	12.1	115,418	25,562	3,778	16,120	5,742	23,415	3,788
Buckingham	11.8	.0052	32.9	11.9	13.6	15.4	31.7	3.9	15,708	5,622	759	1,914		856	91
Buena Vista	6.7	.0030	30.8	15.1	16.5	17.8	25.3	2.3	23,618	7,460	1,172	1,513	553	3,394	834
Buena Vista	6.7	.0030	30.8	15.1	16.5	17.8	25.3	2.3	23,618	7,460	1,172	1,513	553	3,394	834
Caroline	18.2	.0080	30.4	12.4	15.7	16.0	26.8	5.9	39,001	15,821	4,015	728	235	6,055	901
Carroll	27.5	.0120	34.1	11.2	15.5	17.9	30.8	9.7	42,402	15,811	2,021	3,633	1,169	6,801	833
Charlotte	12.2	.0054	33.6	10.3	12.9	16.7	31.5	4.1	19,984	6,707	1,172	1,195	577	3,922	630
Clarke	10.1	.0044	34.2	11.7	15.5	17.5	31.3	3.6	23,365	7,903	1,848	600	728	1,399	516
Clifton Forge	5.0	.0022	37.8	12.2	14.3	15.6	37.4	1.9	27,605	10,392	1,207	1,257	995	4,112	1,754
Clifton Forge	5.0	.0022	37.8	12.2	14.3	15.6	37.4	1.9	27,605	10,392	1,207	1,257	995	4,112	1,754
Covington	9.0	.0040	35.4	12.9	15.0	15.7	34.7	3.5	92,578	15,367	6,535	14,394	3,453	21,989	4,694
Covington	9.0	.0040	35.4	12.9	15.0	15.7	34.7	3.5	92,578	15,367	6,535	14,394	3,453	21,989	4,694
Culpeper	23.0	.0100	32.4	10.9	15.7	16.3	29.6	7.8	80,367	27,986	2,511	9,185	1,860	11,012	5,791
Cumberland	8.0	.0035	33.4	10.2	13.2	15.8	32.1	2.6	10,565	3,070	478	991	322	1,128	51
Dickenson	20.1	.0088	30.1	11.3	14.7	16.1	26.6	6.6	67,954	22,035	1,506	4,778	2,554	19,986	916
Emporia	4.8	.0021	35.8	11.1	14.4	15.7	35.0	1.8	78,876	16,286	7,030	4,296	2,530	17,018	2,372
Emporia	4.8	.0021	35.8	11.1	14.4	15.7	35.0	1.8	78,876	16,286	7,030	4,296	2,530	17,018	2,372
Essex	9.0	.0040	32.9	11.0	14.8	15.7	31.3	3.1	50,204	12,991	4,565	6,995	2,898	9,499	1,943
☐ Fairfax	608.4	.2662	29.4	10.8	19.8	23.3	15.7	212.7	2,822,532	567,115	196,034	513,563	138,839	474,209	129,891
☐ Fairfax city	19.1	.0083	28.9	13.0	19.6	22.6	15.4	6.9	364,309	62,736	28,926	37,247	16,153	109,043	8,935
Fairfax	19.1	.0083	28.9	13.0	19.6	22.6	15.4	6.9	364,309	62,736	28,926	37,247	16,153	109,043	8,935
☐ Falls Church	9.4	.0041	33.4	11.8	17.4	17.1	30.2	4.3	187,214	22,903	11,383	18,315	13,136	63,745	7,312
Falls Church	9.4	.0041	33.4	11.8	17.4	17.1	30.2	4.3	187,214	22,903	11,383	18,315	13,136	63,745	7,312
Fauquier	36.6	.0160	31.2	11.8	16.1	16.9	27.0	12.0	101,193	27,452	6,844	1,743	2,807	15,378	4,406
Floyd	11.7	.0052	36.6	10.9	14.8	15.6	36.1	4.2	29,029	7,157	859	1,570	1,045	10,148	373
Franklin	36.2	.0159	30.5	14.9	16.2	16.2	26.6	12.2	72,211	27,611	3,022	4,786	2,540	8,714	3,046
Franklin city	7.3	.0032	32.9	11.1	14.2	18.2	28.8	2.6	65,704	20,789	3,349	3,291	3,557	11,166	5,023
Franklin	7.3	.0032	32.9	11.1	14.2	18.2	28.8	2.6	65,704	20,789	3,349	3,291	3,557	11,166	5,023
Frederick	34.9	.0152	31.4	10.9	18.2	19.3	24.1	11.6	29,440	4,518	1,290	4,294	359	6,148	315
Fredericksburg	15.4	.0068	30.7	21.0	13.6	14.4	29.7	6.0	194,282	40,663	18,047	19,248	7,964	11,327	11,045

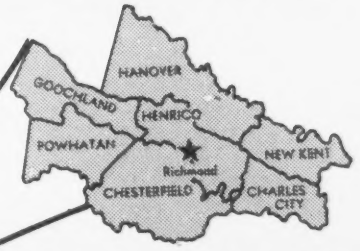
MORE METRO HOUSEHOLD COVERAGE THAN 93 OF THE TOP 100 COMBINED DAILIES IN THE NATION*

In the total market: • More Circulation • More People • More Dollars • More Retail Sales • More National Linage • More Than Any Other Virginia Daily

To reach the central Virginia consumer, use the complete advertising medium.

*7th in the nation in percent of circulation to metropolitan area households. (Source: "Circulation '80/'81", American Newspaper Markets, Inc.; Survey of Buying Power, 1980, S&MM.)





RICHMOND TIMES-DISPATCH
THE RICHMOND NEWS LEADER
A Media General Newspaper
Richmond, Virginia 23293
Represented nationally by Sawyer-Ferguson-Walker Company

VA. (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Fredericksburg	15.4	.0068	30.7	21.0	13.6	14.4	29.7	6.0	194,282	40,663	18,047	19,248	7,964	11,327	11,045
Galax	6.5	.0028	36.1	11.2	15.2	17.7	33.6	2.7	77,315	22,189	6,755	9,339	5,149	11,755	3,175
Galax	6.5	.0028	36.1	11.2	15.2	17.7	33.6	2.7	77,315	22,189	6,755	9,339	5,149	11,755	3,175
Giles	17.8	.0078	33.6	11.1	16.1	18.2	29.5	6.3	69,447	24,876	2,795	1,604	1,102	16,686	3,742
Grayson	16.6	.0073	35.5	11.0	15.1	17.2	33.3	6.1	13,644	5,396	580	1,098	1,301	2,550	314
Greensville	11.0	.0048	29.5	11.5	13.4	16.3	26.2	3.3	3,106	109		104			
Halifax	30.4	.0133	31.5	12.0	15.5	15.8	28.8	10.0	22,049	7,058	864	1,657	160	1,761	1,025
Harrisonburg	19.9	.0087	24.9	33.0	11.9	12.8	24.9	6.1	221,465	58,286	17,714	24,166	11,949	24,630	5,576
Harrisonburg	19.9	.0087	24.9	33.0	11.9	12.8	24.9	6.1	221,465	58,286	17,714	24,166	11,949	24,630	5,576
Henry	58.1	.0254	29.9	12.1	20.5	18.6	20.9	20.0	87,325	23,019	6,663	7,055	4,057	12,681	2,372
Highland	3.0	.0014	42.0	7.9	13.0	15.9	41.5	1.1	4,146	1,083	569	259	202	1,252	
Isle of Wight	21.9	.0096	30.3	11.9	16.6	16.4	25.8	7.2	70,383	17,498	4,319	791	1,335	25,024	2,493
King and Queen	6.0	.0027	33.6	11.4	13.8	15.2	32.9	2.1	5,497	1,142	576	411	37	1,175	
King George	10.8	.0047	30.9	11.3	17.1	17.3	25.7	3.6	20,690	9,718	678	161	404	3,538	764
King William	9.4	.0041	33.0	10.1	15.3	16.4	30.5	3.2	32,289	9,309	2,135	2,292	1,037	4,618	1,174
Lancaster	10.2	.0045	40.6	8.7	12.0	15.6	40.3	4.0	40,191	9,078	2,090	641	4,264	7,950	2,047
Lee	26.4	.0115	36.8	10.0	12.1	14.6	37.2	9.1	65,299	23,458	2,881	1,389	984	12,311	1,008
Lexington	7.2	.0032	24.0	41.8	9.9	11.2	22.6	2.2	76,057	19,701	4,462	5,422	1,641	6,228	2,402
Lexington	7.2	.0032	24.0	41.8	9.9	11.2	22.6	2.2	76,057	19,701	4,462	5,422	1,641	6,228	2,402
☐ Loudoun	59.0	.0258	29.8	10.0	21.0	17.4	21.6	19.4	217,093	55,548	17,372	4,203	4,743	34,986	11,996
Louisa	18.1	.0080	32.7	10.1	15.4	15.0	31.4	6.1	40,619	17,388	618	2,306	343	2,950	1,010
Lunenburg	12.2	.0053	34.8	10.4	13.6	16.6	33.1	4.3	28,438	10,029	754	2,038	1,200	4,010	863
Madison	10.3	.0045	33.7	11.3	15.7	15.7	32.3	3.5	16,637	7,552	756	603	266	2,444	442
☐ Manassas	15.9	.0070	29.1	13.6	24.4	18.8	16.7	5.3	116,768	26,392	4,668	8,017	4,673	22,326	4,002
Manassas	15.9	.0070	29.1	13.6	24.4	18.8	16.7	5.3	116,768	26,392	4,668	8,017	4,673	22,326	4,002
☐ Manassas Park	6.5	.0028	27.8	11.0	23.2	22.0	11.2	1.9	20,549	12,050	810			2,495	367
Manassas Park	6.5	.0028	27.8	11.0	23.2	22.0	11.2	1.9	20,549	12,050	810			2,495	367
Martinsville	17.9	.0079	33.0	12.0	15.4	17.9	29.0	6.7	208,737	50,526	11,427	24,514	6,529	46,533	8,125
Martinsville	17.9	.0079	33.0	12.0	15.4	17.9	29.0	6.7	208,737	50,526	11,427	24,514	6,529	46,533	8,125
Mathews	8.1	.0035	45.2	8.2	12.4	15.0	45.2	3.2	25,721	8,513	548	559	742	4,724	2,038
Mecklenburg	29.4	.0129	32.7	11.0	14.4	16.7	29.9	10.3	108,410	33,710	6,434	8,561	2,881	18,807	3,688
Middlesex	7.8	.0034	42.2	8.4	11.4	15.8	41.8	3.0	24,440	9,564	698	805	474	1,744	1,766
Montgomery	64.5	.0282	24.9	29.0	16.9	13.5	19.2	21.4	240,421	61,446	18,534	27,338	9,618	38,857	6,416
Nelson	12.2	.0054	35.0	10.2	13.9	15.7	34.4	4.3	20,478	8,518	2,730	588	738	2,644	209
Northampton	14.7	.0065	38.0	8.4	10.9	16.7	36.6	5.5	57,136	32,799	3,034	2,962	368	3,784	2,033
Northumberland	9.9	.0043	41.7	8.4	11.4	15.5	41.4	3.9	22,994	10,045	699	337	320	2,977	270
Norton	4.8	.0021	33.6	11.9	12.7	16.1	32.1	1.7	66,351	9,703	4,957	890	1,223	22,199	1,103
Norton	4.8	.0021	33.6	11.9	12.7	16.1	32.1	1.7	66,351	9,703	4,957	890	1,223	22,199	1,103
Nottoway	14.7	.0064	35.8	9.8	13.7	16.4	34.5	5.1	50,349	16,601	3,340	2,817	2,771	11,244	2,304
Orange	18.1	.0079	33.9	9.9	14.3	16.2	32.2	6.3	67,997	16,086	2,195	2,044	1,312	12,765	3,175
Page	19.6	.0086	33.6	11.2	16.5	16.6	31.1	7.1	56,224	16,409	8,302	3,410	2,296	9,972	3,633
Patrick	17.7	.0078	32.8	11.6	17.7	16.2	29.8	6.3	31,297	6,314	852	4,086	679	7,786	1,410
Prince Edward	16.6	.0073	27.6	24.2	12.1	12.3	28.7	5.0	75,044	20,905	5,538	5,981	6,542	17,054	3,227
☐ Prince William	148.8	.0651	25.6	11.5	24.5	19.0	8.1	44.9	703,869	154,095	51,492	72,072	25,594	148,292	36,104
Pulaski	35.6	.0155	31.3	13.1	16.8	16.7	27.1	12.6	100,843	28,395	4,277	5,056	3,185	19,895	3,747
Radford	13.3	.0059	24.7	33.6	13.1	13.5	22.1	4.0	78,610	18,605	3,688	9,636	5,485	21,815	2,721
Radford	13.3	.0059	24.7	33.6	13.1	13.5	22.1	4.0	78,610	18,605	3,688	9,636	5,485	21,815	2,721
Rappahannock	6.2	.0027	34.1	11.1	14.9	16.1	32.5	2.2	7,607	1,446	242	609	454	1,036	
Richmond	7.0	.0031	35.8	9.5	14.1	17.5	33.3	2.5	29,337	6,207	2,112	801	2,531	2,404	717
Rockbridge	18.0	.0078	33.1	11.8	16.2	18.3	28.6	6.0	25,918	5,377	322	126	43	431	319
Rockingham	57.7	.0252	30.3	14.6	17.1	16.8	25.2	19.5	70,956	22,757	3,695	2,394	2,560	13,112	3,215
Russell	32.3	.0141	31.2	11.9	15.8	16.6	27.4	11.0	56,242	12,706	1,626	2,097	5,680	14,949	1,068
☐ Scott	25.1	.0109	33.6	12.0	16.6	16.6	31.0	8.8	61,434	22,031	1,503	1,759	2,277	17,731	1,997
Shenandoah	27.9	.0122	35.8	10.4	15.3	16.6	34.3	10.3	90,945	25,761	3,389	3,459	2,116	19,342	2,038
Smyth	33.5	.0147	32.7	11.4	16.6	18.0	28.3	11.6	115,426	43,566	5,884	10,060	3,409	17,704	4,857
Southampton	18.6	.0081	28.5	12.8	14.2	15.4	25.4	5.6	25,217	6,125	749	1,730	1,961	4,096	400
South Boston	7.1	.0031	35.2	10.6	14.5	17.6	32.7	2.6	85,368	25,532	4,019	9,226	5,484	14,554	3,909
South Boston	7.1	.0031	35.2	10.6	14.5	17.6	32.7	2.6	85,368	25,532	4,019	9,226	5,484	14,554	3,909
Spotsylvania	35.9	.0158	29.3	11.1	16.3	16.3	24.4	11.4	137,119	41,004	6,339	23,437	5,949	37,020	918
Stafford	41.7	.0182	27.0	15.9	18.1	17.3	18.2	12.6	29,014	6,572	4,463	425	192	5,096	
Staunton	21.8	.0095	33.7	13.7	15.8	17.7	30.3	8.1	164,947	38,889	8,939	28,899	6,177	35,646	7,902
Staunton	21.8	.0095	33.7	13.7	15.8	17.7	30.3	8.1	164,947	38,889	8,939	28,899	6,177	35,646	7,902
Surry	6.1	.0027	31.6	11.2	15.0	14.1	30.8	2.0	5,076	2,883	795	210	358	122	55
Sussex	10.8	.0047	30.4	12.1	13.7	15.8	27.9	3.6	31,416	7,640	1,870	1,771	526	8,818	1,371
Tazewell	51.3	.0225	31.1	12.2	14.5	16.5	27.8	17.5	270,699	98,826	8,777	18,210	6,772	70,406	4,568
Warren	21.6	.0094	33.7	10.8	16.1	16.4	31.5	8.0	89,162	26,506	6,563	8,385	2,275	14,017	1,716
☐ Washington	47.2	.0207	32.2	12.6	17.4	16.9	28.3	16.1	136,599	31,471	6,881	4,320	3,382	19,885	2,573
Waynesboro	15.2	.0066	31.9	11.7	18.4	18.4	25.9	5.9	102,514	24,695	7,540	9,576	3,705	19,223	5,651
Waynesboro	15.2	.0066	31.9	11.7	18.4	18.4	25.9	5.9	102,514	24,695	7,540	9,576	3,705	19,223	5,651
Westmoreland	14.2	.0062	34.3	10.2	13.2	15.6	33.6	5.2	35,544	12,610	2,603	2,681	504	8,493	1,414
Winchester	20.2	.0088	34.6	13.8	13.5	15.4	34.0	8.2	295,569	53,845	22,405	32,899	11,581	60,033	18,454
Winchester	20.2	.0088	34.6	13.8	13.5	15.4	34.0	8.2	295,569	53,845	22,405	32,899	11,581	60,033	18,454
Wise	44.6	.0195	31.6	12.3	13.7	16.2	29.1	15.0	165,791	48,963	5,072	6,056	4,554	30,487	4,109
Wythe	25.7	.0112	33.1	12.1	15.3	16.8	30.3	9.2	104,897	19,406	9,430	4,093	2,384	22,929	3,732
TOTAL METRO COUNTIES	**3,756.7**	**1.6439**	**29.4**	**14.2**	**18.5**	**18.3**	**21.4**	**1,336.6**	**17,859,807**	**3,914,026**	**1,424,576**	**2,431,315**	**831,591**	**3,499,632**	**633,903**
TOTAL STATE	**5,399.0**	**2.3628**	**30.1**	**13.9**	**17.7**	**17.7**	**23.6**	**1,900.5**	**23,485,690**	**5,513,144**	**1,753,848**	**2,879,589**	**1,031,967**	**4,541,289**	**837,201**

VA.

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CHARLOTTESVILLE	**774,746**	**15,440**	**6.7**	**17.3**	**28.8**	**22.7**	**.0471**
Albemarle	397,760	16,237	6.7	16.5	28.7	25.4	.0172
Charlottesville	297,815	16,432	6.7	16.3	29.3	25.3	.0252
Charlottesville	297,815	16,432	6.7	16.3	29.3	25.3	.0252
Fluvanna	42,942	10,800	6.9	21.4	25.1	6.8	.0025
Greene	36,229	12,129	7.3	22.9	30.4	8.3	.0022
SUBURBAN TOTAL	774,746	15,440	6.7	17.3	28.8	22.7	.0471
DANVILLE	**722,302**	**15,467**	**6.6**	**17.6**	**29.4**	**22.1**	**.0423**
Danville	357,442	17,261	5.9	15.5	28.4	28.3	.0239
• Danville	357,442	17,261	5.9	15.5	28.4	28.3	.0239
Pittsylvania	364,860	14,312	7.2	19.1	30.2	17.3	.0184
SUBURBAN TOTAL	364,860	14,312	7.2	19.1	30.2	17.3	.0184
LYNCHBURG	**962,231**	**15,950**	**6.3**	**16.8**	**30.5**	**22.7**	**.0610**
Amherst	186,597	18,039	5.7	16.3	30.7	28.4	.0104
Appomattox	57,946	12,948	6.5	20.4	31.9	9.8	.0044
Campbell	308,727	19,533	4.4	14.8	33.5	31.6	.0164
Lynchburg	408,961	13,610	7.8	17.6	28.2	17.1	.0298
• Lynchburg	408,961	13,610	7.8	17.6	28.2	17.1	.0298
SUBURBAN TOTAL	553,270	17,953	5.1	16.1	32.4	27.4	.0312
NEWPORT NEWS - HAMPTON	**2,418,395**	**16,410**	**6.3**	**18.3**	**33.4**	**22.1**	**.1491**
Gloucester	111,533	14,065	6.9	16.1	30.9	15.8	.0073
Hampton	836,269	17,585	5.2	17.5	36.3	24.5	.0536
• Hampton	836,269	17,585	5.2	17.5	36.3	24.5	.0536
James City	153,429	17,096	6.7	17.6	34.2	23.9	.0082
Newport News	924,725	14,704	7.6	20.1	31.9	16.9	.0568
• Newport News	924,725	14,704	7.6	20.1	31.9	16.9	.0568
Poquoson	47,893	16,027	5.5	19.1	37.6	16.7	.0023
Poquoson	47,893	16,027	5.5	19.1	37.6	16.7	.0023
Williamsburg	87,193	22,044	4.9	14.6	23.4	43.4	.0074
Williamsburg	87,193	22,044	4.9	14.6	23.4	43.4	.0074
York	257,353	20,241	4.1	15.2	33.0	36.0	.0135
SUBURBAN TOTAL	657,401	17,499	5.6	16.3	32.3	27.3	.0387
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**5,699,522**	**17,368**	**5.5**	**16.3**	**31.3**	**27.0**	**.3308**
Chesapeake	693,091	17,663	5.4	16.5	37.5	22.9	.0428
Chesapeake	693,091	17,663	5.4	16.5	37.5	22.9	.0428
Norfolk	1,824,470	14,990	6.6	18.1	28.0	22.0	.1092
• Norfolk	1,824,470	14,990	6.6	18.1	28.0	22.0	.1092
Portsmouth	694,028	16,961	5.8	15.2	31.5	25.3	.0410
• Portsmouth	694,028	16,961	5.8	15.2	31.5	25.3	.0410
Suffolk	393,852	20,987	4.8	12.6	23.0	41.0	.0196
Suffolk	393,852	20,987	4.8	12.6	23.0	41.0	.0196
Virginia Beach	2,046,777	19,708	4.2	15.3	33.9	32.8	.1152
• Virginia Beach	2,046,777	19,708	4.2	15.3	33.9	32.8	.1152
Currituck, N. C.	*47,304*	*9,795*	*9.9*	*23.6*	*17.6*	*7.7*	*.0030*
SUBURBAN TOTAL	1,134,247	17,588	5.6	15.9	32.1	26.9	.0654
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**854,777**	**16,808**	**5.7**	**17.5**	**32.2**	**24.1**	**.0504**
Colonial Heights	120,100	19,197	5.1	16.9	38.8	27.3	.0068
• Colonial Heights	120,100	19,197	5.1	16.9	38.8	27.3	.0068
Dinwiddie	126,084	17,317	5.6	16.2	32.7	26.0	.0059
Hopewell	181,906	19,520	4.5	13.2	33.9	32.1	.0107
• Hopewell	181,906	19,520	4.5	13.2	33.9	32.1	.0107
Petersburg	246,708	13,478	7.0	19.7	27.8	16.3	.0194
• Petersburg	246,708	13,478	7.0	19.7	27.8	16.3	.0194
Prince George	179,979	18,000	4.8	19.4	34.4	27.4	.0076
SUBURBAN TOTAL	306,063	17,660	5.2	17.8	33.6	26.7	.0135
RICHMOND	**5,392,963**	**20,553**	**4.6**	**13.4**	**30.9**	**36.4**	**.3038**
Charles City	29,255	12,215	7.2	22.2	25.0	12.6	.0014
Chesterfield	1,004,911	19,630	4.0	14.6	40.7	29.3	.0607
Goochland	63,410	12,910	10.4	20.5	25.3	16.1	.0035
Hanover	411,655	22,454	4.1	11.1	28.4	42.5	.0230
Henrico	1,826,985	24,447	3.1	10.2	30.5	48.0	.0989
New Kent	48,623	13,187	7.2	21.5	26.1	16.4	.0029
Powhatan	82,283	20,019	5.0	14.5	29.1	33.3	.0038
Richmond city	1,925,841	18,224	5.7	15.0	27.2	32.1	.1096
• Richmond	1,925,841	18,224	5.7	15.0	27.2	32.1	.1096
SUBURBAN TOTAL	3,467,122	21,687	3.9	12.5	33.2	38.9	.1942
ROANOKE	**1,648,153**	**17,363**	**5.7**	**16.1**	**32.8**	**25.6**	**.1021**
Botetourt	144,461	15,813	5.9	17.0	32.0	20.9	.0079
Craig	16,694	10,296	9.3	23.2	24.3	4.1	.0008
Roanoke	577,481	21,078	3.5	12.9	35.8	35.6	.0303
Roanoke city	718,556	15,242	7.0	17.7	30.8	20.1	.0487
• Roanoke	718,556	15,242	7.0	17.7	30.8	20.1	.0487
Salem	190,961	19,199	5.3	16.0	34.6	30.8	.0144
Salem	190,961	19,199	5.3	16.0	34.6	30.8	.0144
SUBURBAN TOTAL	929,597	19,362	4.5	14.7	34.4	30.8	.0534

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Accomack	139,388	9,711	9.2	18.8	21.1	8.8	.0096
☐ Alexandria	1,350,197	23,647	3.5	11.2	28.2	46.5	.0706
Alexandria	1,350,197	23,647	3.5	11.2	28.2	46.5	.0706
Alleghany	72,919	14,054	6.4	22.1	32.1	13.4	.0035
Amelia	36,075	10,260	8.6	18.0	20.0	13.1	.0022
☐ Arlington	2,159,032	25,747	2.9	10.6	26.3	51.7	.0993
Augusta	324,190	15,731	6.2	19.0	33.4	19.5	.0169
Bath	32,771	12,277	8.7	20.0	24.2	15.3	.0019
Bedford	169,883	13,335	7.5	20.8	33.6	9.1	.0087
Bedford city	43,197	16,011	5.4	17.5	28.6	25.3	.0036
Bedford	43,197	16,011	5.4	17.5	28.6	25.3	.0036
Bland	19,172	7,647	11.8	23.0	10.9	2.0	.0014
☐ Bristol	95,228	9,663	8.2	18.2	21.8	8.8	.0111
Bristol	95,228	9,663	8.2	18.2	21.8	8.8	.0111
Brunswick	75,501	12,095	10.3	19.0	25.9	13.2	.0045
Buchanan	242,419	18,044	5.0	13.8	29.0	30.8	.0137
Buckingham	45,474	9,646	9.0	21.0	20.0	7.3	.0028
Buena Vista	36,418	14,960	7.7	21.0	33.4	16.5	.0024
Buena Vista	36,418	14,960	7.7	21.0	33.4	16.5	.0024
Caroline	114,948	17,268	4.6	15.1	32.1	26.3	.0059
Carroll	146,076	13,035	8.0	20.1	29.5	12.9	.0078
Charlotte	55,034	10,886	9.2	19.3	22.4	12.1	.0033
Clarke	70,505	14,705	8.8	18.1	28.8	20.3	.0037
Clifton Forge	32,755	15,284	6.8	17.6	29.1	22.0	.0022
Clifton Forge	32,755	15,284	6.8	17.6	29.1	22.0	.0022
Covington	50,520	13,822	6.4	23.1	34.7	9.7	.0051
Covington	50,520	13,822	6.4	23.1	34.7	9.7	.0051
Culpeper	130,477	14,345	7.7	20.8	29.8	17.4	.0081
Cumberland	31,268	9,814	10.2	20.3	20.7	8.0	.0019
Dickenson	78,126	10,250	8.7	16.6	26.2	8.1	.0061
Emporia	29,141	13,979	8.3	15.2	26.6	20.5	.0036
Emporia	29,141	13,979	8.3	15.2	26.6	20.5	.0036
Essex	40,378	11,109	10.4	23.5	22.5	9.9	.0035
☐ Fairfax	7,600,122	33,319	1.6	5.6	18.3	69.3	.3503
☐ Fairfax city	249,584	33,732	1.4	4.1	20.2	69.9	.0198
Fairfax	249,584	33,732	1.4	4.1	20.2	69.9	.0198
☐ Falls Church	128,717	26,430	2.0	8.8	26.5	53.4	.0102
Falls Church	128,717	26,430	2.0	8.8	26.5	53.4	.0102
Fauquier	251,858	16,793	6.1	16.8	27.6	28.2	.0132
Floyd	61,803	12,458	6.6	18.7	29.3	11.2	.0037
Franklin	206,873	14,756	7.2	19.1	31.4	17.7	.0112
Franklin city	53,492	15,576	8.3	18.1	21.9	29.9	.0041
Franklin	53,492	15,576	8.3	18.1	21.9	29.9	.0041
Frederick	244,255	19,358	4.7	14.3	33.3	31.7	.0106
Fredericksburg	116,082	16,192	5.9	17.9	27.8	26.3	.0106
Fredericksburg	116,082	16,192	5.9	17.9	27.8	26.3	.0106
Galax	40,388	12,645	8.7	21.0	29.6	9.8	.0040
Galax	40,388	12,645	8.7	21.0	29.6	9.8	.0040
Giles	79,011	11,328	10.8	27.9	25.3	5.5	.0059
Grayson	79,147	11,676	9.9	23.6	27.3	7.6	.0040
Greensville	41,115	11,364	8.4	21.6	27.7	7.0	.0023
Halifax	142,096	12,143	7.8	19.0	26.8	12.7	.0072
Harrisonburg	108,885	14,278	7.3	16.1	27.6	20.6	.0116
Harrisonburg	108,885	14,278	7.3	16.1	27.6	20.6	.0116
Henry	335,505	15,870	6.7	22.4	38.4	15.3	.0170
Highland	11,903	7,833	5.3	18.2	20.2	5.8	.0007
Isle of Wight	102,096	13,033	7.5	20.1	31.2	10.4	.0070
King and Queen	38,818	14,618	6.9	15.8	23.0	25.7	.0018
King George	81,024	19,622	4.3	11.3	30.7	35.4	.0037
King William	58,863	16,263	5.8	16.2	30.2	23.4	.0035
Lancaster	61,394	11,679	8.6	16.4	23.8	15.5	.0039
Lee	97,187	7,861	9.0	16.0	17.1	7.2	.0070
Lexington	39,705	13,986	6.9	16.8	24.6	22.4	.0041
Lexington	39,705	13,986	6.9	16.8	24.6	22.4	.0041
☐ Loudoun	529,919	25,177	3.2	9.8	23.3	50.4	.0264
Louisa	112,129	15,158	6.8	16.6	27.4	23.1	.0060
Lunenburg	60,750	11,198	9.6	21.4	22.9	11.4	.0037
Madison	45,316	10,473	9.4	18.7	24.3	9.0	.0027
☐ Manassas	173,536	29,252	2.2	6.9	21.5	63.0	.0099
Manassas	173,536	29,252	2.2	6.9	21.5	63.0	.0099
☐ Manassas Park	52,187	25,802	1.1	4.9	35.8	53.4	.0027
Manassas Park	52,187	25,802	1.1	4.9	35.8	53.4	.0027
Martinsville	141,132	18,765	5.8	15.8	33.9	28.6	.0120
Martinsville	141,132	18,765	5.8	15.8	33.9	28.6	.0120
Mathews	53,643	13,421	7.1	18.6	26.4	17.5	.0029
Mecklenburg	134,573	11,200	8.9	19.9	24.4	10.7	.0098
Middlesex	38,953	10,526	6.9	20.1	23.2	8.7	.0024

VT. (cont.) S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Montgomery	356,418	13,684	7.5	21.7	29.0	15.3	.0229
Nelson	43,585	8,335	10.4	18.6	18.5	4.3	.0030
Northampton	62,684	8,743	10.3	18.5	16.9	8.3	.0048
Northumberland	54,354	10,611	8.3	16.4	21.9	13.7	.0030
Norton	31,534	14,981	6.2	13.2	25.2	24.7	.0034
Norton	31,534	14,981	6.2	13.2	25.2	24.7	.0034
Nottoway	76,621	13,206	7.0	18.1	28.6	15.1	.0050
Orange	95,009	12,952	7.5	19.8	27.9	14.2	.0063
Page	96,995	11,980	8.1	23.2	26.2	10.0	.0061
Patrick	86,662	12,894	7.6	21.6	32.5	8.8	.0050
Prince Edward	72,089	10,844	8.3	19.6	23.3	10.7	.0059
☐ Prince William	1,340,215	27,864	2.2	7.8	24.4	58.7	.0717
Pulaski	218,645	15,602	6.2	19.8	34.4	18.0	.0122
Radford	82,555	18,566	5.7	14.5	31.2	29.3	.0059
Radford	82,555	18,566	5.7	14.5	31.2	29.3	.0059
Rappahannock	34,133	12,877	6.3	16.1	25.4	18.3	.0017
Richmond	38,124	13,232	7.2	16.6	27.5	16.7	.0025
Rockbridge	91,965	13,390	6.5	21.7	29.4	14.0	.0050
Rockingham	344,428	15,549	6.8	19.5	34.6	17.7	.0167
Russell	137,183	10,882	8.5	18.8	26.5	8.2	.0083
☐ Scott	121,283	12,264	6.8	16.9	28.9	11.9	.0075
Shenandoah	149,028	13,145	8.7	21.0	30.1	11.7	.0093
Smyth	146,142	11,342	11.1	25.0	25.7	6.6	.0107
Southampton	88,070	12,143	9.4	17.7	24.1	16.9	.0048
South Boston	44,671	14,300	8.0	17.7	26.1	21.5	.0046
South Boston	44,671	14,300	8.0	17.7	26.1	21.5	.0046
Spotsylvania	203,003	15,977	6.0	18.2	30.8	22.8	.0131
Stafford	280,499	19,398	3.6	13.4	34.5	32.3	.0122
Staunton	135,181	14,600	6.8	21.2	32.3	15.9	.0107
Staunton	135,181	14,600	6.8	21.2	32.3	15.9	.0107
Surry	32,516	14,111	7.2	18.3	29.4	17.0	.0016
Sussex	68,476	15,126	6.7	16.2	26.3	24.2	.0038
Tazewell	309,441	15,123	7.0	15.8	28.2	22.2	.0214
Warren	142,533	15,746	6.2	18.9	32.7	20.4	.0087
☐ Washington	266,439	14,409	6.8	18.0	28.8	18.9	.0156
Waynesboro	125,044	19,561	4.8	15.3	34.2	32.0	.0081
Waynesboro	125,044	19,561	4.8	15.3	34.2	32.0	.0081
Westmoreland	62,063	9,576	9.4	19.6	19.1	9.4	.0040
Winchester	152,503	15,397	5.8	19.3	28.2	23.1	.0152
Winchester	152,503	15,397	5.8	19.3	28.2	23.1	.0152
Wise	252,333	14,271	6.7	15.3	26.5	21.3	.0159
Wythe	160,271	15,353	6.8	17.8	30.7	20.5	.0099
TOTAL METRO COUNTIES	**32,492,244**	**20,546**	**4.5**	**13.4**	**28.5**	**37.9**	**1.7787**
TOTAL STATE	**41,621,633**	**18,280**	**5.4**	**15.0**	**28.5**	**31.7**	**2.3494**

WASHINGTON

WASH. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**108.7**	**.0476**	**29.4**	**17.0**	**16.2**	**14.4**	**26.5**	**40.8**	**505,284**	**90,760**	**63,184**	**73,227**	**24,358**	**88,493**	**18,526**
Whatcom	108.7	.0476	29.4	17.0	16.2	14.4	26.5	40.8	505,284	90,760	63,184	73,227	24,358	88,493	18,526
• Bellingham	46.3	.0203	27.0	22.2	11.2	13.8	27.3	18.8	341,195	54,251	42,493	68,812	15,962	48,363	13,188
SUBURBAN TOTAL	62.4	.0273	30.3	13.1	19.9	14.8	25.9	22.0	164,089	36,509	20,691	4,415	8,396	40,130	5,338
BREMERTON	**150.3**	**.0657**	**30.1**	**13.8**	**17.1**	**16.3**	**25.3**	**54.3**	**545,883**	**148,537**	**49,295**	**56,933**	**21,520**	**83,808**	**42,399**
Kitsap	150.3	.0657	30.1	13.8	17.1	16.3	25.3	54.3	545,883	148,537	49,295	56,933	21,520	83,808	42,399
• Bremerton	36.2	.0158	28.4	20.5	16.9	14.3	24.5	14.0	329,172	70,778	29,543	54,811	16,157	56,777	27,622
SUBURBAN TOTAL	114.1	.0499	30.7	11.6	17.3	16.9	25.6	40.3	216,711	77,759	19,752	2,122	5,363	27,031	14,777
OLYMPIA	**128.2**	**.0561**	**30.1**	**11.5**	**17.4**	**16.9**	**24.6**	**48.4**	**500,387**	**132,045**	**52,620**	**51,320**	**32,379**	**80,226**	**22,547**
Thurston	128.2	.0561	30.1	11.5	17.4	16.9	24.6	48.4	500,387	132,045	52,620	51,320	32,379	80,226	22,547
• Olympia	27.7	.0121	32.5	11.9	15.8	15.5	30.6	12.0	264,956	64,373	26,785	14,507	20,297	67,816	3,895
SUBURBAN TOTAL	100.5	.0440	29.6	11.4	18.0	17.2	23.0	36.4	235,431	67,672	25,835	36,813	12,082	12,410	18,652
RICHLAND - KENNEWICK - PASCO	**149.1**	**.0653**	**29.2**	**10.3**	**17.5**	**18.1**	**21.8**	**53.2**	**833,041**	**194,984**	**74,204**	**103,608**	**32,412**	**135,133**	**52,188**
Benton	113.2	.0496	29.7	9.9	18.1	18.3	22.1	40.8	666,461	157,913	56,859	82,170	26,971	95,379	43,812
• Kennewick	35.6	.0156	29.6	11.2	18.0	17.3	23.1	13.4	483,514	105,890	38,097	78,812	21,699	66,322	26,944
• Richland	34.1	.0149	29.6	9.9	19.1	17.9	21.8	12.5	136,030	37,635	16,359	3,163	4,720	15,865	15,868
Franklin	35.9	.0157	27.5	11.7	15.4	17.6	20.9	12.4	166,580	37,071	17,345	21,438	5,441	39,754	8,376
• Pasco	18.3	.0080	29.2	12.1	14.8	16.4	25.1	7.1	142,981	30,834	15,067	16,211	5,264	37,585	6,645
SUBURBAN TOTAL	61.1	.0268	28.7	9.5	17.1	19.2	20.1	20.2	70,516	20,625	4,681	5,422	729	15,361	2,731
SEATTLE - EVERETT	**1,621.6**	**.7097**	**30.4**	**13.6**	**20.8**	**17.6**	**22.8**	**630.8**	**8,670,204**	**1,797,291**	**1,066,845**	**1,107,302**	**440,560**	**1,382,475**	**318,790**
King	1,278.6	.5596	30.7	14.0	20.6	17.6	23.5	506.7	7,099,529	1,444,752	903,649	886,874	353,882	1,077,572	265,728
Bellevue	74.9	.0328	29.0	9.9	23.1	23.0	13.1	26.8	782,724	139,841	75,930	79,676	40,468	134,497	20,669

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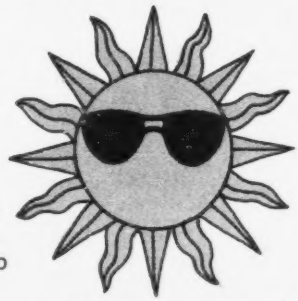

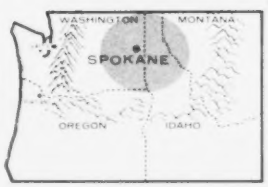

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WASH. (cont.)
SMSA ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Seattle	491.0	.2149	33.2	16.7	17.9	15.5	31.4	226.1	3,007,940	512,734	467,127	384,348	129,387	481,231	105,558
Snohomish	343.0	.1501	29.3	11.9	21.4	17.7	20.1	124.1	1,570,675	352,539	163,196	220,428	86,678	304,903	53,062
• Everett	54.5	.0239	31.8	14.2	17.1	16.3	28.3	22.8	502,509	120,603	47,731	112,719	22,110	79,925	9,166
SUBURBAN TOTAL	1,076.1	.4709	29.3	12.1	22.2	18.6	18.7	381.9	5,159,755	1,163,954	551,987	610,235	289,063	821,319	204,066
SEATTLE-TACOMA CONSOLIDATED AREA	***2,115.8***	***.8258***	***29.9***	***14.2***	***18.8***	***17.3***	***22.8***	***809.8***	***16,559,756***	***2,187,720***	***1,245,721***	***1,383,844***	***532,889***	***1,732,980***	***383,524***
SPOKANE	**346.6**	**.1517**	**30.2**	**13.5**	**16.3**	**16.0**	**26.2**	**131.6**	**1,516,871**	**321,431**	**149,808**	**217,629**	**83,431**	**260,152**	**56,449**
Spokane	346.6	.1517	30.2	13.5	16.3	16.0	26.2	131.6	1,516,871	321,431	149,808	217,629	83,431	260,152	56,449
• Spokane	171.3	.0750	32.4	13.2	14.2	15.5	30.8	72.4	973,277	175,069	99,831	186,164	50,814	161,147	34,742
SUBURBAN TOTAL	175.3	.0767	28.5	13.8	18.2	16.5	21.7	59.2	543,594	146,362	49,977	31,465	32,617	99,005	21,707

TOTAL CIRCULATION
344,724 SUNDAY
261,432 DAILY

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Seattle's total circulation,
leading the competition by the
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During the six months ending March 31,
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In the Seattle market, we stand tall.

The Seattle Times

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Source: The Seattle Times research department analysis of A.B.C. Publishers' Statements for six months ended March 31, 1981

WASH. (cont.) ESTIMATES	POPULATION—12/31/80							RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TACOMA	**493.4**	**.2159**	**27.9**	**16.4**	**16.6**	**16.5**	**21.8**	**179.1**	**1,889,582**	**390,429**	**178,876**	**276,542**	**91,529**	**350,485**	**64,734**
Pierce	493.4	.2159	27.9	16.4	16.6	16.5	21.8	179.1	1,889,582	390,429	178,876	276,542	91,529	350,485	64,734
• Tacoma	159.4	.0698	31.6	11.8	14.9	16.4	28.6	65.7	958,387	130,117	87,386	220,919	43,874	217,271	28,670
SUBURBAN TOTAL	334.0	.1461	26.4	18.6	17.4	16.6	18.5	113.4	931,195	260,312	91,490	55,623	47,655	133,214	36,064
YAKIMA	**175.0**	**.0766**	**30.6**	**10.9**	**15.6**	**15.7**	**27.4**	**62.7**	**719,343**	**160,573**	**67,409**	**89,204**	**32,434**	**135,660**	**27,085**
Yakima	175.0	.0766	30.6	10.9	15.6	15.7	27.4	62.7	719,343	160,573	67,409	89,204	32,434	135,660	27,085
• Yakima	50.2	.0220	32.5	12.4	15.1	14.6	31.5	20.4	440,656	95,720	45,691	64,708	21,892	78,980	10,584
SUBURBAN TOTAL	124.8	.0546	29.8	10.3	16.1	16.1	25.6	42.3	278,687	64,853	21,718	24,496	10,542	56,680	16,501
OTHER COUNTIES															
Adams	13.4	.0059	28.1	9.9	16.7	17.3	21.2	4.6	43,571	12,512	7,427	1,000	887	4,356	4,473
Asotin	17.1	.0074	32.9	9.2	15.2	16.4	30.3	6.6	34,695	11,243	3,984	53	2,181	2,968	3,883
Chelan	45.4	.0199	33.9	10.9	15.2	16.9	31.4	18.1	228,082	49,663	22,233	25,981	6,654	39,323	10,026
Clallam	53.0	.0231	32.3	10.1	15.6	15.7	30.1	20.8	235,741	65,427	27,845	12,980	8,702	30,744	16,400
Clark	197.5	.0865	29.7	11.4	18.9	16.3	23.7	71.3	616,674	146,104	74,974	88,528	19,684	93,266	26,941
Vancouver	42.9	.0188	31.3	13.3	17.2	15.0	28.6	18.4	236,834	39,797	38,872	22,312	13,780	43,782	8,086
Columbia	4.1	.0018	36.8	8.1	14.6	16.3	35.6	1.6	7,710	2,686	949	374	224	901	465
Cowlitz	80.5	.0352	30.0	11.8	16.2	16.7	24.2	30.2	324,787	74,016	30,934	51,870	12,390	62,865	12,449
Douglas	22.6	.0099	31.3	9.7	17.9	18.1	25.3	8.3	79,985	27,441	4,582	9,066	3,275	7,283	9,389
Ferry	6.0	.0026	29.3	9.5	17.5	15.3	24.8	2.0	10,103	3,922	891	705	97	1,587	183

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SEA-TAC Retailers Agree. . .

1980 Sea-Tac Retailers Lineage Shown in inches

	TNT	TIMES	P-I
J. C. PENNEY	161,947	189,968	29,557
FRED MEYER	154,654	99,998	14,938
SEARS	146,718	71,504	95,963
K-MART	102,040	38,515	43,654
THE BON	72,739	181,505	67,878
SAFEWAY	47,462	39,581	29,539
PAY 'N SAVE DRUG	46,442	51,040	19,397
ERNST	42,916	36,684	1,987
FREDERICK & NELSON	29,412	79,364	65,549
JAFCO	24,736	28,725	20,493
TOTALS (26 Accounts)	**940,243** (39.0%)	**984,182** (40.8%)	**485,830** (20.2%)

Consolidated Statistical Area

SEA TAC

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WASH. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Garfield	2.5	.0011	35.9	5.8	13.9	18.9	32.2	1.0
Grant	49.1	.0215	28.5	10.7	16.3	17.7	21.7	17.6
Grays Harbor	67.0	.0293	31.9	11.1	16.3	16.0	28.8	25.7
Island	45.4	.0199	27.3	14.9	18.6	14.0	21.7	16.5
Jefferson	16.4	.0072	35.0	9.2	14.4	15.9	34.1	6.6
Kittitas	24.9	.0109	26.0	26.9	16.2	12.2	23.2	9.6
Klickitat	16.1	.0071	31.8	8.5	15.9	15.7	29.3	5.9
Lewis	56.2	.0246	32.5	9.9	15.0	15.7	30.6	20.8
Lincoln	9.6	.0042	37.5	7.0	15.0	16.4	36.4	3.7
Mason	32.0	.0140	32.8	10.6	15.7	16.8	30.5	12.3
Okanogan	31.0	.0135	32.5	8.8	15.0	17.4	28.8	11.6
Pacific	17.4	.0077	35.7	9.8	13.8	14.8	35.8	7.1
Pend Oreille	8.8	.0038	33.8	6.9	14.1	15.8	32.4	3.1
San Juan	8.1	.0036	45.5	6.6	13.9	13.6	45.9	3.5
Skagit	65.2	.0285	32.3	10.5	16.6	16.2	29.2	25.1
Skamania	8.1	.0036	31.2	9.0	18.0	15.9	27.3	2.9
Stevens	30.0	.0131	32.7	7.3	14.9	16.0	30.6	10.2
Wahkiakum	3.8	.0017	32.9	9.3	16.5	15.7	30.8	1.4
Walla Walla	47.9	.0209	31.6	15.7	15.2	15.7	29.0	17.8
Whitman	40.3	.0176	24.4	32.8	16.6	11.5	19.0	13.5
TOTAL METRO COUNTIES	**3,370.4**	**1.4751**	**29.9**	**13.6**	**18.8**	**16.9**	**23.6**	**1,272.2**
TOTAL STATE	**4,192.3**	**1.8347**	**30.1**	**13.3**	**18.3**	**16.7**	**24.4**	**1,579.8**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Garfield	3,416	1,172	222	40	70	504	153
Grant	185,814	57,345	18,469	4,324	6,476	28,500	12,738
Grays Harbor	358,832	96,313	38,313	23,178	18,560	58,193	7,654
Island	107,179	29,930	10,139	3,228	4,998	19,990	1,231
Jefferson	57,744	13,824	10,168	592	1,056	5,210	2,329
Kittitas	102,613	22,272	12,802	4,545	2,643	11,172	1,106
Klickitat	29,042	5,194	2,899	477	103	7,394	1,268
Lewis	248,717	56,520	23,458	40,055	12,832	33,580	12,367
Lincoln	20,882	6,849	2,772	238	130	1,678	1,106
Mason	105,887	35,884	10,621	2,657	3,744	13,540	2,177
Okanogan	111,545	37,305	8,995	4,727	3,036	17,432	3,466
Pacific	53,151	16,050	8,582	4,334	1,182	3,562	1,842
Pend Oreille	14,271	4,213	1,976	331	208	3,618	516
San Juan	26,393	9,962	4,028	187	173	206	1,063
Skagit	313,208	72,022	28,383	8,021	12,165	55,764	21,325
Skamania	7,750	3,033	875		31	528	755
Stevens	94,544	25,742	10,084	5,612	4,316	14,038	2,253
Wahkiakum	4,229	888	783	560	66		383
Walla Walla	169,060	36,272	18,453	18,897	11,048	30,192	13,212
Whitman	83,860	25,780	9,666	352	3,413	14,811	3,122
TOTAL METRO COUNTIES	**15,797,269**	**3,382,154**	**1,777,215**	**2,064,293**	**778,307**	**2,609,698**	**629,659**
TOTAL STATE	**18,860,080**	**4,185,634**	**2,097,748**	**2,288,677**	**898,967**	**3,079,637**	**776,993**

WASH.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BELLINGHAM	**862,840**	**19,088**	**4.9**	**11.2**	**28.2**	**32.5**	**.0490**
Whatcom	862,840	19,088	4.9	11.2	28.2	32.5	.0490
• Bellingham	377,230	17,439	5.3	11.5	26.7	29.2	.0251
SUBURBAN TOTAL	485,610	20,386	4.4	10.9	29.5	35.2	.0239
BREMERTON	**1,390,037**	**23,794**	**3.9**	**9.1**	**24.7**	**46.6**	**.0684**
Kitsap	1,390,037	23,794	3.9	9.1	24.7	46.6	.0684
• Bremerton	344,036	21,195	4.4	10.4	24.6	40.3	.0229
SUBURBAN TOTAL	1,046,001	24,568	3.7	8.7	24.8	48.7	.0455
OLYMPIA	**1,223,325**	**23,092**	**4.1**	**10.2**	**24.8**	**45.2**	**.0605**
Thurston	1,223,325	23,092	4.1	10.2	24.8	45.2	.0605
• Olympia	314,891	22,891	4.9	11.4	20.2	46.1	.0193
SUBURBAN TOTAL	908,434	23,136	3.9	9.8	26.4	44.8	.0412
RICHLAND - KENNEWICK - PASCO	**1,310,279**	**23,192**	**4.2**	**10.1**	**27.0**	**44.5**	**.0750**
Benton	993,196	23,087	4.2	10.1	28.1	43.8	.0580
• Kennewick	324,100	22,928	4.5	10.3	27.1	43.7	.0271
• Richland	330,925	24,951	3.7	8.5	27.2	49.9	.0163
Franklin	317,083	23,684	4.1	10.0	23.3	47.0	.0170
• Pasco	178,061	22,815	4.1	10.9	21.9	45.2	.0110

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	477,193	22,339	4.3	10.6	28.7	41.4	.0206
SEATTLE - EVERETT	**15,080,513**	**21,807**	**3.9**	**10.9**	**29.7**	**40.0**	**.8269**
King	12,404,606	22,236	4.0	10.7	28.2	41.7	.6744
Bellevue	878,865	30,906	2.0	5.7	19.9	66.6	.0551
• Seattle	4,948,060	18,904	5.2	13.2	27.7	33.2	.2728
Snohomish	2,675,907	20,451	3.7	11.5	36.0	33.0	.1525
• Everett	438,929	17,523	5.0	13.1	32.3	25.8	.0325
SUBURBAN TOTAL	9,693,524	23,452	3.1	9.3	30.8	44.8	.5216
SEATTLE-TACOMA CONSOLIDATED AREA	***18,224,982***	***21,322***	***4.1***	***11.3***	***29.8***	***38.5***	***1.0430***
SPOKANE	**2,831,298**	**18,995**	**5.2**	**12.0**	**27.3**	**33.6**	**.1555**
Spokane	2,831,298	18,995	5.2	12.0	27.3	33.6	.1555
• Spokane	1,469,950	17,345	5.7	12.7	26.1	30.1	.0857
SUBURBAN TOTAL	1,361,348	20,776	4.6	11.1	29.0	37.7	.0698
TACOMA	**4,144,349**	**19,608**	**4.7**	**12.8**	**30.4**	**33.5**	**.2161**
Pierce	4,144,349	19,608	4.7	12.8	30.4	33.5	.2161
• Tacoma	1,305,061	17,609	5.2	13.1	29.4	28.2	.0797
SUBURBAN TOTAL	2,839,288	20,690	4.5	12.6	30.9	36.6	.1364

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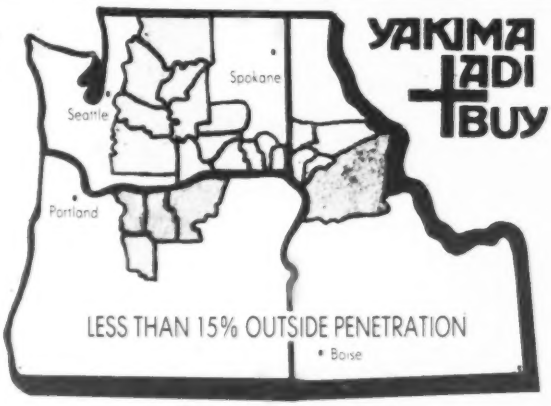

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160,724 CIRCULATION

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• WALLA WALLA UNION BULLETIN • PENDLETON EAST OREGONIAN
• LEWISTON MORNING TRIBUNE • WENATCHEE WORLD

WASH. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
YAKIMA	**1,167,168**	**16,189**	**6.4**	**13.9**	**26.2**	**27.0**	**.0699**
Yakima	1,167,168	16,189	6.4	13.9	26.2	27.0	.0699
• Yakima	379,232	15,578	6.9	12.9	24.4	26.9	.0285
SUBURBAN TOTAL	787,936	16,427	6.2	14.3	27.1	27.0	.0414
OTHER COUNTIES							
Adams	101,227	19,441	5.1	14.9	30.9	35.1	.0053
Asotin	124,753	16,930	5.7	13.6	28.3	27.0	.0060
Chelan	380,392	18,147	5.7	13.5	26.5	32.0	.0215
Clallam	450,674	19,478	4.6	12.4	28.0	34.1	.0244
☐ Clark	1,649,678	21,602	4.0	10.3	29.8	39.4	.0819
Vancouver	403,934	19,805	4.7	11.5	28.1	35.4	.0222
Columbia	30,740	16,125	5.5	14.0	28.8	25.1	.0014
Cowlitz	617,473	19,685	4.5	11.8	34.1	30.5	.0342
Douglas	208,487	23,491	4.0	9.4	26.5	45.0	.0102
Ferry	33,469	15,532	6.0	15.5	32.2	19.1	.0018
Garfield	18,446	16,641	3.8	14.7	29.1	27.5	.0008
Grant	400,416	20,391	4.8	12.7	27.1	37.3	.0212
Grays Harbor	545,799	19,364	4.6	11.1	28.3	34.1	.0320
Island	355,763	18,232	6.0	15.4	28.9	30.6	.0171
Jefferson	127,232	18,261	5.7	12.0	33.3	26.4	.0067
Kittitas	184,218	15,735	6.4	14.6	27.5	24.4	.0105
Klickitat	133,746	20,089	4.9	12.3	32.2	33.7	.0060
Lewis	392,297	17,405	5.1	11.9	30.1	26.7	.0235
Lincoln	75,867	18,408	5.6	14.4	30.1	31.0	.0035
Mason	273,888	19,963	5.2	11.1	29.7	35.2	.0136
Okanogan	230,286	17,040	5.8	13.1	27.5	28.4	.0126
Pacific	118,262	14,536	6.5	15.1	28.9	19.8	.0064
Pend Oreille	52,986	15,787	5.6	12.0	28.8	23.5	.0026
San Juan	60,645	14,079	7.3	14.6	28.8	18.3	.0033
Skagit	539,070	19,208	5.2	11.5	29.3	32.9	.0302
Skamania	70,450	24,548	3.3	8.2	23.4	48.9	.0030
Stevens	192,201	15,482	6.5	14.7	25.4	26.1	.0109
Wahkiakum	25,544	16,273	6.5	12.7	34.4	20.7	.0012
Walla Walla	473,299	22,928	5.3	10.2	21.1	45.6	.0224
Whitman	311,849	18,454	6.3	14.3	28.3	31.8	.0147
TOTAL METRO COUNTIES	**29,659,487**	**21,041**	**4.3**	**11.3**	**28.8**	**38.2**	**1.6032**
TOTAL STATE	**36,188,966**	**20,600**	**4.5**	**11.6**	**28.8**	**37.0**	**1.9502**

WEST VIRGINIA

W.VA. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLESTON	**270.8**	**.1185**	**30.9**	**11.7**	**17.6**	**17.2**	**25.5**	**101.0**	**1,405,636**	**292,265**	**94,822**	**222,171**	**56,891**	**350,990**	**44,147**
Kanawha	231.7	.1014	31.1	11.8	17.2	17.2	26.0	87.6	1,296,242	263,047	92,579	214,449	55,256	325,169	41,102
• Charleston	63.5	.0278	33.7	11.8	15.4	16.4	31.6	26.7	631,143	95,729	41,367	161,815	19,816	145,076	18,186
Putnam	39.1	.0171	29.8	11.0	19.8	17.1	22.6	13.4	109,394	29,218	2,243	7,722	1,635	25,821	3,045
SUBURBAN TOTAL	207.3	.0907	30.1	11.7	18.2	17.4	23.7	74.3	774,493	196,536	53,455	60,356	37,275	205,914	25,961
HUNTINGTON - ASHLAND	**313.3**	**.1370**	**30.9**	**12.4**	**16.8**	**16.8**	**26.2**	**112.5**	**1,237,658**	**309,549**	**78,182**	**176,336**	**68,831**	**200,421**	**44,298**
Cabell	106.8	.0467	31.4	14.4	16.4	15.6	28.4	40.6	555,785	134,032	43,297	77,546	28,309	96,329	23,443
• Huntington	62.8	.0275	32.8	15.7	14.4	15.3	31.6	25.7	403,391	88,475	32,804	56,426	24,670	78,413	18,322
Wayne	46.7	.0204	30.1	11.5	17.9	16.7	24.6	16.0	111,284	33,420	4,704	3,301	4,834	16,693	3,628
Boyd, Ky.	*55.8*	*.0244*	*31.5*	*11.5*	*16.6*	*18.0*	*26.2*	*20.3*	*288,922*	*60,079*	*14,693*	*67,091*	*16,271*	*41,418*	*8,202*
• *Ashland*	*26.9*	*.0118*	*34.8*	*9.9*	*14.8*	*18.5*	*31.2*	*10.6*	*261,001*	*55,005*	*12,843*	*63,346*	*14,096*	*38,362*	*7,309*
Greenup, Ky.	*39.6*	*.0173*	*29.6*	*11.4*	*18.2*	*18.4*	*21.7*	*13.2*	*73,621*	*29,742*	*4,253*	*3,473*	*2,786*	*11,622*	*1,610*
Lawrence, Ohio	*64.4*	*.0282*	*30.8*	*11.1*	*16.4*	*16.7*	*26.5*	*22.4*	*208,046*	*52,276*	*11,235*	*24,925*	*16,631*	*34,359*	*7,415*
SUBURBAN TOTAL	223.6	.0977	30.0	11.7	18.0	17.0	24.1	76.2	573,266	166,069	32,535	56,564	30,065	83,646	18,667
PARKERSBURG - MARIETTA	**164.2**	**.0719**	**30.5**	**12.2**	**18.2**	**15.7**	**26.1**	**58.9**	**778,304**	**182,717**	**52,068**	**137,249**	**29,614**	**137,948**	**22,315**
Wirt	5.0	.0022	32.6	9.7	16.4	13.0	33.1	1.7	7,089	1,072	186	418	17	1,321	

W.VA. (cont.)

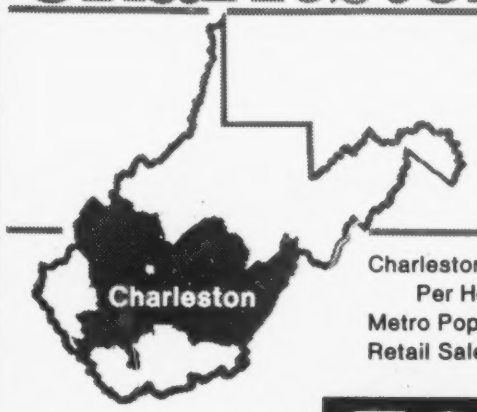
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Wood	94.3	.0413	30.3	11.8	19.6	15.8	25.0	34.4	513,956	105,760	30,709	110,124	19,292	106,711	12,422
• Parkersburg	39.7	.0174	32.0	12.5	17.3	15.2	29.6	15.8	345,773	85,199	19,694	45,071	9,116	95,064	9,693
Washington, Ohio	*64.9*	*.0284*	*30.6*	*12.9*	*16.4*	*15.8*	*27.0*	*22.8*	*257,259*	*75,885*	*21,173*	*26,707*	*10,305*	*29,916*	*9,893*
Marietta	*16.5*	*.0072*	*31.7*	*19.4*	*11.5*	*14.9*	*31.3*	*6.1*	*146,803*	*39,310*	*13,794*	*21,854*	*6,572*	*14,539*	*6,974*
SUBURBAN TOTAL	108.0	.0473	29.9	11.0	19.6	16.0	24.0	37.0	285,728	58,208	18,580	70,324	13,926	28,345	5,648
STEUBENVILLE - WEIRTON	**162.6**	**.0711**	**32.4**	**11.5**	**15.4**	**17.3**	**28.7**	**58.0**	**583,595**	**156,947**	**44,345**	**92,955**	**23,835**	**82,507**	**20,957**
Brooke	31.1	.0136	31.7	12.1	16.8	17.6	26.9	10.7	78,764	20,538	8,237	2,077	4,533	20,158	4,471
Hancock	40.3	.0176	31.1	10.8	16.9	17.9	25.5	14.4	149,475	49,768	10,947	23,213	4,870	19,650	5,621
• Weirton	24.4	.0107	32.3	10.5	15.4	18.7	27.1	8.8	149,217	41,390	10,144	23,186	5,649	27,603	6,096
Jefferson, Ohio	*91.2*	*.0399*	*33.4*	*11.5*	*14.3*	*17.0*	*30.7*	*32.9*	*355,356*	*86,641*	*25,161*	*67,665*	*14,432*	*42,699*	*10,865*
• *Steubenville*	*26.1*	*.0114*	*37.1*	*13.7*	*12.2*	*15.5*	*36.6*	*10.2*	*221,478*	*35,784*	*13,505*	*54,628*	*11,730*	*26,518*	*8,481*
SUBURBAN TOTAL	112.1	.0490	31.7	11.2	16.1	17.5	27.2	39.0	212,900	79,773	20,696	15,141	6,456	28,386	6,380
WHEELING	**185.8**	**.0814**	**33.7**	**11.9**	**14.4**	**16.0**	**32.2**	**68.2**	**786,252**	**188,650**	**74,095**	**112,614**	**43,030**	**137,826**	**23,805**
Marshall	41.9	.0184	31.5	11.5	17.1	16.6	27.5	14.6	161,145	45,228	10,505	33,489	8,190	26,756	5,334
Ohio	61.2	.0268	33.3	13.9	14.0	15.5	32.1	23.0	326,179	48,093	31,318	44,742	29,716	68,925	10,383
• Wheeling	42.6	.0186	35.6	11.6	13.1	16.1	34.5	16.9	301,960	45,908	27,816	44,464	27,554	63,828	10,383
Belmont, Ohio	*82.7*	*.0362*	*35.6*	*10.7*	*13.4*	*16.0*	*34.6*	*30.6*	*298,928*	*95,329*	*32,272*	*34,383*	*5,124*	*42,145*	*8,088*
SUBURBAN TOTAL	143.2	.0628	33.3	12.0	14.8	16.0	31.4	51.3	484,292	142,742	46,279	68,150	15,476	73,998	13,422
OTHER COUNTIES															
Barbour	16.8	.0074	32.0	12.7	14.5	13.5	32.1	5.8	35,252	10,236	2,275	1,034	1,166	6,482	1,056
Berkeley	47.6	.0208	31.0	11.3	17.4	16.0	27.0	16.9	152,212	45,779	9,572	14,933	3,816	27,953	6,883
Boone	30.9	.0135	29.1	11.1	14.8	15.5	25.7	10.4	89,954	31,680	3,343	9,318	4,855	12,529	2,737
Braxton	14.0	.0062	33.5	10.2	13.9	14.0	33.9	5.0	40,946	13,154	1,650	2,226	1,036	7,802	1,215
Calhoun	8.4	.0037	32.1	10.2	14.1	14.0	32.0	3.0	19,997	6,677	685	1,823	461	3,154	828
Clay	11.4	.0050	29.4	9.7	14.3	13.6	28.3	3.8	15,130	6,918	509	1,629	142	1,568	167
Doddridge	7.5	.0033	34.8	9.3	13.3	14.1	35.6	2.6	8,457	3,146	253	454	917	449	293
Fayette	58.6	.0256	31.6	11.6	13.4	14.8	31.4	20.3	189,690	51,782	8,290	11,858	7,727	44,046	8,828
Gilmer	8.4	.0037	29.2	19.0	13.6	12.6	29.5	2.9	13,787	5,753	800	881	256	2,621	611
Grant	10.3	.0045	30.9	10.9	17.4	15.1	27.8	3.6	23,750	7,361	1,801	876	469	3,641	320
Greenbrier	38.1	.0167	32.7	10.7	15.4	15.6	30.8	13.8	155,462	42,449	6,925	15,639	2,972	34,916	4,849
Hampshire	15.1	.0066	31.4	10.8	15.2	15.8	28.8	5.3	32,015	7,330	1,262	1,669	1,129	7,209	1,119
Hardy	10.1	.0044	32.6	10.9	15.5	15.7	30.6	3.6	28,295	11,717	1,107	576	415	4,151	
Harrison	78.1	.0342	33.2	11.0	15.3	15.8	31.5	28.8	318,128	76,886	21,919	27,695	15,551	89,482	10,268
Jackson	26.2	.0115	30.4	9.1	19.4	18.5	22.7	8.9	91,381	28,805	2,543	6,103	1,367	13,204	4,194
Jefferson	31.1	.0136	28.9	16.5	17.8	14.6	24.6	10.3	75,302	19,854	9,215	1,021	3,633	11,281	7,606
Lewis	19.0	.0083	34.0	10.0	15.1	14.4	34.1	6.8	56,955	18,268	3,533	5,784	3,258	8,179	2,102
Lincoln	24.1	.0105	28.7	11.0	16.1	14.1	25.8	7.8	40,951	13,759	1,452	2,891	420	12,095	716

chemically active Charleston, West Virginia



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W.VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Logan	51.0	.0224	28.1	10.7	13.6	16.5	24.2	16.6
McDowell	49.8	.0218	27.7	11.0	12.9	14.9	25.7	16.2
Marion	66.2	.0289	33.0	12.7	15.1	15.6	31.3	24.7
Mason	27.2	.0119	30.4	10.8	18.0	16.9	24.8	9.6
Mercer	74.9	.0328	30.9	13.1	14.6	15.5	28.6	27.0
☐ Mineral	27.6	.0120	30.7	12.2	17.4	15.5	27.0	9.6
Mingo	37.8	.0166	27.0	11.1	13.3	15.0	24.4	12.1
Monongalia	76.2	.0333	26.2	24.9	17.1	13.0	22.0	27.8
Monroe	13.1	.0058	33.3	10.6	15.3	15.0	32.5	4.5
Morgan	10.9	.0047	32.2	10.8	16.4	16.4	29.0	3.9
Nicholas	28.6	.0125	29.7	10.2	15.5	15.8	26.0	9.7
Pendleton	8.0	.0035	34.1	10.0	14.8	15.2	33.5	2.9
Pleasants	8.3	.0037	31.1	11.9	16.8	15.5	28.0	2.8
Pocahontas	10.0	.0043	36.2	8.7	14.5	14.5	36.6	3.6
Preston	30.9	.0136	31.1	10.7	15.7	15.0	28.9	10.5
Raleigh	88.2	.0386	30.9	11.1	13.8	15.6	28.7	30.9
Randolph	29.1	.0127	30.9	12.8	16.1	13.8	29.5	9.9
Ritchie	11.6	.0051	33.8	9.7	15.2	13.0	35.2	4.2
Roane	16.2	.0071	33.7	9.8	14.7	14.8	33.2	5.6
Summers	16.0	.0070	31.6	15.7	11.9	14.3	31.6	5.4
Taylor	16.8	.0073	33.3	9.7	15.2	15.2	32.3	5.9
Tucker	8.8	.0039	33.8	9.5	15.9	13.7	34.4	3.2
Tyler	11.4	.0050	32.2	9.8	17.3	15.1	30.1	4.0
Upshur	23.8	.0104	29.0	16.5	14.7	13.2	28.1	8.2
Webster	12.5	.0055	30.7	10.0	14.3	13.6	30.2	4.3
Wetzel	22.0	.0096	31.1	10.4	17.8	15.9	27.1	7.7
Wyoming	36.5	.0160	26.4	12.1	15.7	16.5	20.0	11.7
TOTAL METRO COUNTIES	**725.7**	**.3175**	**31.1**	**12.2**	**17.4**	**16.5**	**26.7**	**266.0**
TOTAL STATE	**1,967.2**	**.8610**	**30.8**	**12.3**	**15.9**	**15.7**	**27.6**	**698.5**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Logan	203,318	60,389	6,838	18,499	7,341	36,914	7,471
McDowell	144,059	45,366	5,969	9,167	6,173	29,397	2,838
Marion	324,886	76,352	15,618	81,231	12,827	51,642	9,446
Mason	67,683	18,501	2,633	5,140	1,614	15,486	3,598
Mercer	339,438	82,223	23,622	37,484	17,645	67,687	10,331
☐ Mineral	49,174	11,991	3,188	5,563	2,128	8,816	1,230
Mingo	185,334	61,025	3,443	12,578	15,823	39,278	6,002
Monongalia	296,391	70,597	21,085	41,437	17,341	33,907	11,891
Monroe	18,120	4,130	157	1,597	1,011	4,804	1,092
Morgan	17,700	2,664	2,235	107	1,158	1,176	1,330
Nicholas	123,462	33,929	4,309	16,258	1,553	26,690	2,227
Pendleton	17,744	6,108	1,201	1,558	166	5,081	
Pleasants	19,292	5,861	820	282	179	6,426	629
Pocahontas	24,696	8,424	1,018	811	167	7,435	646
Preston	72,510	19,007	2,196	5,208	1,290	20,585	2,340
Raleigh	459,465	112,855	17,181	67,516	23,183	93,331	14,133
Randolph	125,635	30,650	5,670	16,946	3,060	28,704	4,970
Ritchie	24,158	7,805	414	1,148	1,029	8,539	899
Roane	36,465	11,365	1,635	2,562	287	9,201	2,701
Summers	33,701	12,832	2,774	2,334	1,412	5,105	735
Taylor	40,362	12,089	3,237	3,515	1,736	6,230	1,749
Tucker	17,059	6,747	1,447	403	270	3,064	549
Tyler	23,534	6,238	873	1,479	36	5,146	594
Upshur	79,134	22,519	5,069	8,873	2,002	17,812	2,084
Webster	31,274	6,491	936	3,724	555	5,813	824
Wetzel	90,033	29,362	5,460	11,007	3,832	14,746	3,933
Wyoming	99,225	34,142	1,580	10,358	4,125	21,961	1,749
TOTAL METRO COUNTIES	**3,358,487**	**742,167**	**237,913**	**522,644**	**158,780**	**716,349**	**110,679**
TOTAL STATE	**7,660,829**	**1,931,392**	**452,467**	**990,276**	**334,185**	**1,573,271**	**259,232**

W.VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CHARLESTON	**2,343,260**	**21,010**	**4.4**	**10.9**	**26.1**	**39.1**	**.1317**
Kanawha	2,091,477	21,644	4.4	10.7	24.6	41.2	.1180
• Charleston	686,158	21,450	4.7	11.0	20.4	43.1	.0441
Putnam	251,783	18,222	4.5	11.9	35.7	25.3	.0137
SUBURBAN TOTAL	1,657,102	20,906	4.3	10.8	28.2	37.6	.0876
HUNTINGTON - ASHLAND	**2,133,253**	**16,528**	**5.8**	**14.0**	**28.6**	**26.0**	**.1249**
Cabell	831,965	17,406	5.8	12.9	26.2	30.6	.0497
• Huntington	518,613	16,261	6.2	13.3	24.1	29.4	.0323
Wayne	283,934	15,622	6.4	13.7	27.7	24.0	.0154
Boyd, Ky.	*425,744*	*18,953*	*5.2*	*12.5*	*27.9*	*32.4*	*.0256*
• *Ashland*	*226,266*	*18,977*	*5.3*	*12.4*	*25.0*	*34.3*	*.0167*
Greenup, Ky.	*252,096*	*17,694*	*5.2*	*13.3*	*32.5*	*26.2*	*.0127*
Lawrence, Ohio	*339,514*	*13,711*	*6.1*	*18.2*	*31.8*	*13.1*	*.0215*
SUBURBAN TOTAL	1,388,374	16,355	5.7	14.5	30.6	23.7	.0759
PARKERSBURG - MARIETTA	**1,222,883**	**19,120**	**4.3**	**12.4**	**31.1**	**31.7**	**.0723**
Wirt	23,771	11,280	7.6	15.3	26.6	12.5	.0014
Wood	766,738	20,718	4.1	10.4	30.1	37.1	.0453
• Parkersburg	345,677	19,738	4.9	11.4	28.2	35.1	.0237
Washington, Ohio	*432,374*	*17,330*	*4.5*	*15.2*	*33.1*	*24.9*	*.0256*
• *Marietta*	*121,447*	*16,549*	*4.9*	*15.2*	*27.3*	*27.7*	*.0094*
SUBURBAN TOTAL	755,759	19,247	4.0	12.4	33.1	30.8	.0392
STEUBENVILLE - WEIRTON	**1,344,631**	**22,250**	**4.0**	**10.0**	**29.2**	**40.8**	**.0693**
Brooke	262,453	23,386	3.8	9.5	28.0	44.9	.0123
Hancock	350,842	23,578	3.7	9.5	28.6	45.2	.0178
• Weirton	224,813	24,246	3.3	8.0	29.1	47.3	.0130
Jefferson, Ohio	*731,336*	*21,378*	*4.3*	*10.3*	*29.9*	*37.5*	*.0392*
• *Steubenville*	*228,520*	*20,086*	*5.0*	*10.8*	*25.3*	*35.9*	*.0155*
SUBURBAN TOTAL	891,298	22,239	4.0	10.2	30.3	40.6	.0408
WHEELING	**1,350,840**	**18,089**	**5.0**	**13.0**	**31.9**	**27.8**	**.0779**
Marshall	291,608	19,219	4.7	12.2	33.9	29.3	.0167
Ohio	497,436	18,566	5.1	12.4	28.5	31.5	.0292
• Wheeling	354,236	17,608	5.4	12.9	27.1	29.9	.0229
Belmont, Ohio	*561,796*	*17,260*	*5.2*	*13.8*	*33.5*	*24.2*	*.0320*
SUBURBAN TOTAL	996,604	18,216	4.9	13.0	33.4	27.1	.0550
OTHER COUNTIES							
Barbour	79,713	10,835	9.8	16.9	24.8	11.9	.0048
Berkeley	336,766	17,619	5.3	14.7	30.7	27.9	.0181
Boone	150,943	12,343	7.9	15.3	28.8	13.7	.0097
Braxton	68,785	9,348	7.5	13.0	20.6	14.0	.0044
Calhoun	50,213	11,959	6.1	14.4	21.7	20.3	.0026
Clay	55,780	11,597	7.4	16.2	22.7	16.8	.0031

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Doddridge	26,335	8,356	6.9	21.4	18.4	4.6	.0016
Fayette	285,873	11,502	8.4	15.6	26.3	13.1	.0189
Gilmer	37,450	8,970	8.6	16.2	19.9	9.7	.0021
Grant	49,365	11,146	8.4	18.9	22.7	13.2	.0031
Greenbrier	266,453	16,268	5.8	15.0	26.5	27.4	.0155
Hampshire	74,711	12,221	9.0	20.9	27.3	11.9	.0044
Hardy	46,934	10,738	9.0	20.7	22.7	9.7	.0030
Harrison	489,948	15,344	6.4	15.9	32.2	18.9	.0302
Jackson	174,688	19,288	5.5	10.3	31.9	29.8	.0100
Jefferson	192,205	16,413	6.3	16.5	30.3	24.3	.0105
Lewis	90,430	10,748	9.3	19.2	24.0	10.0	.0060
Lincoln	113,321	11,059	6.6	12.3	23.1	17.8	.0065
Logan	304,274	16,297	6.4	13.1	26.7	26.2	.0192
McDowell	253,543	13,052	7.8	13.7	27.1	17.9	.0158
Marion	441,258	16,566	5.9	14.1	31.0	24.0	.0281
Mason	161,505	15,407	5.9	14.3	28.9	22.4	.0089
Mercer	557,179	17,436	5.7	13.7	25.9	30.3	.0324
☐ Mineral	147,358	14,436	6.1	16.8	33.0	14.9	.0081
Mingo	194,217	12,083	7.1	13.8	21.8	21.2	.0144
Monongalia	526,093	16,039	6.7	15.3	28.7	24.5	.0303
Monroe	62,345	11,614	5.4	17.9	24.1	13.0	.0035
Morgan	64,800	15,375	6.9	14.1	31.7	19.8	.0032
Nicholas	162,038	15,214	6.0	12.0	28.9	21.7	.0109
Pendleton	35,880	9,581	7.6	18.7	21.5	8.4	.0022
Pleasants	62,151	20,145	4.9	10.1	26.0	36.5	.0030
Pocahontas	53,429	12,369	8.0	17.8	25.3	15.4	.0032
Preston	179,244	14,372	6.8	16.9	25.6	22.3	.0099
Raleigh	524,158	14,217	7.6	15.4	27.5	20.3	.0364
Randolph	174,236	14,470	6.6	16.2	27.0	21.4	.0113
Ritchie	59,340	12,000	6.6	16.7	26.8	12.6	.0034
Roane	90,440	13,161	7.2	15.9	26.6	18.3	.0050
Summers	64,050	9,005	8.2	14.2	22.1	9.7	.0043
Taylor	85,314	12,800	6.8	17.1	28.9	13.5	.0050
Tucker	38,738	10,060	9.3	19.7	21.7	8.8	.0025
Tyler	71,542	15,500	5.6	15.1	26.0	25.2	.0037
Upshur	116,283	11,109	8.1	15.4	24.8	13.4	.0076
Webster	57,062	9,612	8.6	15.9	18.4	14.1	.0037
Wetzel	114,284	13,768	5.5	16.3	31.0	14.2	.0078
Wyoming	176,350	14,522	6.7	14.4	35.5	12.9	.0111
TOTAL METRO COUNTIES	**5,799,365**	**19,666**	**4.8**	**11.6**	**27.8**	**34.9**	**.3276**
TOTAL STATE	**13,019,031**	**16,203**	**6.1**	**13.8**	**27.6**	**25.7**	**.7689**

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While newspaper circulation has declined nationally, The Post-Crescent has kept growing. In a three and one half year period, circulation of The Post-Crescent has grown to 52,919 copies daily (an increase of 4,486) and to 60,841 copies Sunday (an increase of 4,886).

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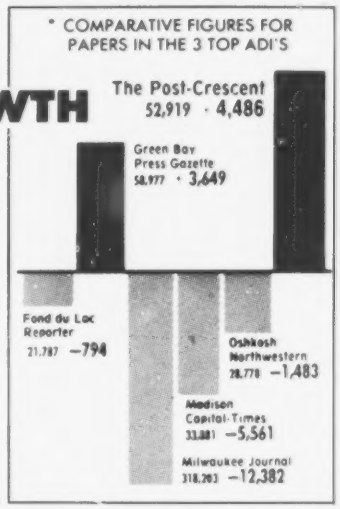

*Figures Based on Audit Bureau of Circulations' FAS-FAX Report, Sept. 30, 1977 to March 31, 1981.

WISCONSIN

WISC. ESTIMATES — METRO AREA / County / City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON - OSHKOSH	**292.8**	**.1282**	**28.3**	**14.9**	**16.7**	**15.3**	**23.5**	**101.3**	**1,147,868**	**245,324**	**120,192**	**149,441**	**54,542**	**190,847**	**32,996**
Calumet	31.1	.0136	28.0	12.1	16.8	15.1	23.1	9.9	75,779	23,567	13,246	2,243	2,123	15,424	1,890
Outagamie	129.6	.0568	27.5	13.8	16.8	15.3	22.1	43.7	625,836	136,198	52,764	103,333	32,648	119,881	12,794
• Appleton	59.2	.0259	28.7	14.6	16.4	15.7	24.0	21.6	277,744	67,683	14,875	59,174	18,543	21,802	7,656
Winnebago	132.1	.0578	29.2	16.6	16.4	15.4	25.0	47.7	446,253	85,559	54,182	43,865	19,771	55,542	18,312
• Oshkosh	49.5	.0217	27.7	24.2	14.7	13.2	26.1	18.4	257,093	47,673	25,233	37,710	8,381	27,714	9,433
SUBURBAN TOTAL	184.1	.0806	28.3	12.4	17.4	15.8	22.6	61.3	613,031	129,968	80,084	52,557	26,618	141,331	15,907
DULUTH - SUPERIOR	**267.2**	**.1169**	**31.8**	**13.4**	**13.4**	**15.8**	**29.9**	**99.3**	**1,095,627**	**231,589**	**106,183**	**162,119**	**47,791**	**145,219**	**27,652**
Douglas	44.5	.0195	31.2	14.2	14.0	14.2	30.6	16.7	151,933	30,501	19,581	11,600	3,068	17,224	4,389
• Superior	29.4	.0129	31.1	15.9	13.6	13.8	30.9	11.5	123,199	24,373	13,217	11,136	2,840	17,036	4,389
St. Louis, Minn.	*222.7*	*.0974*	*31.9*	*13.3*	*13.4*	*16.1*	*29.7*	*82.6*	*943,694*	*201,088*	*86,602*	*150,519*	*44,723*	*127,995*	*23,263*
• *Duluth*	*92.4*	*.0404*	*31.7*	*15.7*	*13.4*	*15.3*	*30.3*	*35.9*	*448,956*	*84,577*	*54,265*	*109,748*	*26,012*	*47,637*	*12,413*
SUBURBAN TOTAL	145.4	.0636	31.9	11.5	13.4	16.5	29.4	51.9	523,472	122,639	38,701	41,235	18,939	80,546	10,850
EAU CLAIRE	**131.9**	**.0578**	**28.4**	**16.7**	**14.4**	**14.5**	**26.0**	**45.6**	**571,697**	**90,280**	**67,571**	**99,923**	**19,503**	**87,581**	**18,547**
Chippewa	52.2	.0229	29.5	11.8	14.5	15.1	26.9	17.6	174,486	32,336	14,606	6,453	4,949	45,850	4,832
Eau Claire	79.7	.0349	27.6	20.0	14.3	14.1	25.4	28.0	397,211	57,944	52,965	93,470	14,554	41,731	13,715
• Eau Claire	52.0	.0228	27.1	23.8	13.4	13.1	26.3	18.9	390,786	57,199	52,214	92,621	14,296	41,095	13,282
SUBURBAN TOTAL	79.9	.0350	29.1	12.1	15.0	15.4	25.8	26.7	180,911	33,081	15,357	7,302	5,207	46,486	5,265

TOTAL INFORMATION AND SALES ....

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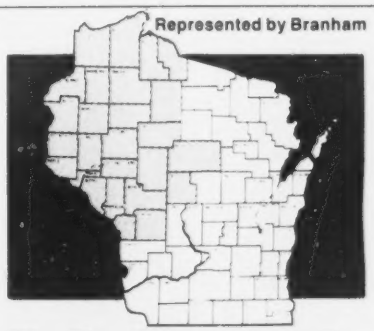

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* Green Bay, Milwaukee, Madison, Appleton-Oshkosh, Racine
SOURCE: 1981 Survey of Buying Power

WISC. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
GREEN BAY	176.7	.0773	27.4	14.3	17.7	15.1	21.5	61.4	**776,200**	**153,231**	**81,567**	**144,237**	**45,769**	**118,723**	**20,195**
Brown	176.7	.0773	27.4	14.3	17.7	15.1	21.5	61.4	776,200	153,231	81,567	144,237	45,769	118,723	20,195
• Green Bay	51.9	.0385	28.6	14.9	16.8	15.3	23.9	32.6	524,628	102,976	45,631	109,341	28,852	68,973	17,737
SUBURBAN TOTAL	88.9	.0388	26.2	13.8	18.2	15.0	19.0	28.8	251,572	50,255	35,936	34,896	16,917	49,750	2,458
JANESVILLE - BELOIT	140.0	.0613	29.2	13.0	17.9	16.1	23.6	49.9	**617,735**	**138,179**	**57,789**	**115,216**	**23,076**	**81,317**	**17,876**
Rock	140.0	.0613	29.2	13.0	17.9	16.1	23.6	49.9	617,735	138,179	57,789	115,216	23,076	81,317	17,876
• Beloit	35.2	.0154	29.4	15.0	16.5	15.9	24.8	13.2	183,082	44,141	18,119	31,847	5,845	31,207	6,338
• Janesville	51.4	.0225	28.6	11.7	19.7	15.9	21.5	18.5	345,571	69,647	30,888	82,558	15,159	40,081	9,980
SUBURBAN TOTAL	53.4	.0234	29.8	13.0	16.9	16.3	24.9	18.2	89,082	24,391	8,782	811	2,072	10,029	1,558
KENOSHA	123.5	.0541	29.8	13.1	17.5	16.2	24.8	43.7	**379,686**	**93,747**	**47,952**	**51,326**	**14,473**	**38,862**	**8,990**
Kenosha	123.5	.0541	29.8	13.1	17.5	16.2	24.8	43.7	379,686	93,747	47,952	51,326	14,473	38,862	8,990
• Kenosha	77.5	.0339	30.0	13.6	17.5	15.7	25.5	28.1	285,852	69,833	32,642	49,820	12,683	35,266	7,853
SUBURBAN TOTAL	46.0	.0202	29.7	12.2	17.7	16.9	23.6	15.6	93,834	23,914	15,310	1,506	1,790	3,596	1,137
LA CROSSE	91.9	.0403	28.8	17.7	14.9	14.4	26.4	32.7	**431,760**	**75,652**	**59,235**	**67,206**	**22,445**	**61,711**	**13,558**
La Crosse	91.9	.0403	28.8	17.7	14.9	14.4	26.4	32.7	431,760	75,652	59,235	67,206	22,445	61,711	13,558
• La Crosse	48.0	.0210	28.9	20.7	13.1	13.3	28.7	18.2	354,735	54,625	49,189	66,435	21,742	51,141	8,948
SUBURBAN TOTAL	43.9	.0193	28.8	14.5	16.8	15.6	23.9	14.5	77,025	21,027	10,046	771	703	10,570	4,610
MADISON	326.4	.1428	26.4	21.5	19.6	14.2	18.8	123.6	**1,548,043**	**258,523**	**197,917**	**193,883**	**96,319**	**224,367**	**38,833**
Dane	326.4	.1428	26.4	21.5	19.6	14.2	18.8	123.6	1,548,043	258,523	197,917	193,883	96,319	224,367	38,833
• Madison	170.3	.0745	25.1	27.0	19.2	13.1	17.9	67.7	988,529	115,726	143,023	182,117	77,925	147,513	29,861
SUBURBAN TOTAL	156.1	.0683	27.7	15.5	20.1	15.3	20.0	55.9	559,514	142,797	54,894	11,766	18,394	76,854	8,972
MILWAUKEE	1,399.4	.6125	30.1	13.2	17.2	17.0	24.5	507.7	**6,351,839**	**1,420,086**	**692,562**	**898,997**	**326,686**	**935,557**	**215,324**
Milwaukee	960.4	.4204	30.6	14.2	16.6	16.1	26.6	366.6	4,513,780	953,671	531,459	685,712	242,686	594,530	153,113

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Sources: S&MM Survey of Buying Power 1981 Belden 1980 CMS

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WISC. (cont.)

ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Milwaukee	631.5	.2764	30.3	15.3	16.7	15.2	26.9	248.8	2,360,639	564,769	338,818	262,840	140,911	265,237	82,329
Wauwatosa	50.9	.0223	36.1	9.9	14.4	16.8	34.4	18.5	570,784	40,922	42,118	116,295	33,185	74,872	11,975
West Allis	63.6	.0278	31.8	13.5	16.7	16.0	28.7	24.9	386,342	97,909	44,290	36,921	26,933	63,133	11,166
Ozaukee	68.0	.0297	29.3	10.5	18.0	18.7	21.1	22.4	229,227	51,773	23,452	2,138	9,347	46,750	6,539
Washington	86.6	.0379	28.2	11.4	18.5	16.2	21.1	27.6	297,419	72,000	26,631	26,372	16,900	29,745	10,484
Waukesha	284.4	.1245	29.3	10.9	18.1	20.2	19.4	91.1	1,311,413	342,642	111,020	184,775	57,753	264,532	45,188
SUBURBAN TOTAL	767.9	.3361	29.9	11.5	17.6	18.5	22.5	258.9	3,991,200	855,317	353,744	636,157	185,775	670,320	132,995
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,572.9***	***.6885***	***30.0***	***13.1***	***17.2***	***17.0***	***24.3***	***568.0***	***6,986,579***	***1,580,798***	***758,066***	***973,066***	***358,310***	***1,023,772***	***235,655***
RACINE	**173.5**	**.0760**	**29.2**	**12.5**	**17.5**	**16.6**	**23.2**	**60.3**	**634,740**	**160,712**	**65,504**	**74,069**	**31,624**	**88,215**	**20,331**
Racine	173.5	.0760	29.2	12.5	17.5	16.6	23.2	60.3	634,740	160,712	65,504	74,069	31,624	88,215	20,331
• Racine	85.1	.0372	30.0	12.9	17.0	15.8	25.6	32.2	365,363	88,584	35,561	66,167	16,371	32,281	14,510
SUBURBAN TOTAL	88.4	.0388	28.5	12.1	17.9	17.4	21.0	28.1	269,377	72,128	29,943	7,902	15,253	55,934	5,821
SHEBOYGAN	**101.7**	**.0445**	**31.3**	**12.3**	**15.5**	**15.4**	**28.9**	**36.1**	**377,064**	**96,694**	**34,915**	**66,794**	**10,435**	**52,562**	**13,728**
Sheboygan	101.7	.0445	31.3	12.3	15.5	15.4	28.9	36.1	377,064	96,694	34,915	66,794	10,435	52,562	13,728
• Sheboygan	48.1	.0211	32.7	12.1	15.3	15.0	31.5	18.2	261,774	67,411	18,342	55,031	7,110	37,146	11,987
SUBURBAN TOTAL	53.6	.0234	30.2	12.4	15.8	15.7	26.7	17.9	115,290	29,283	16,573	11,763	3,325	15,416	1,741
WAUSAU	**112.5**	**.0492**	**29.4**	**11.9**	**16.4**	**15.7**	**25.2**	**38.6**	**403,814**	**94,843**	**37,363**	**56,487**	**17,596**	**58,457**	**8,450**
Marathon	112.5	.0492	29.4	11.9	16.4	15.7	25.2	38.6	403,814	94,843	37,363	56,487	17,596	58,457	8,450
• Wausau	32.5	.0142	33.0	13.1	13.7	16.0	31.3	12.9	196,667	28,316	12,985	47,970	10,034	28,588	6,823
SUBURBAN TOTAL	80.0	.0350	28.3	11.5	17.4	15.6	22.7	25.7	207,147	66,527	24,378	8,517	7,562	29,869	1,627
OTHER COUNTIES															
Adams	13.7	.0059	37.9	8.3	12.2	13.7	39.0	5.0	22,663	5,017	3,573	854	764	3,957	305
Ashland	16.8	.0074	33.7	12.3	12.3	13.5	34.9	6.2	76,764	20,703	5,890	6,067	2,208	9,349	2,179
Barron	39.2	.0172	33.0	10.1	12.9	14.7	32.7	14.1	137,340	26,996	15,160	14,392	4,040	23,408	3,659
Bayfield	14.0	.0061	36.5	9.0	12.6	13.7	37.7	5.2	26,209	6,325	7,354	737	57	849	494
Buffalo	14.4	.0063	33.0	10.0	13.9	15.1	32.2	5.1	34,436	3,869	4,818	3,357	3,998	5,437	1,114
Burnett	12.6	.0055	40.1	7.2	11.8	14.0	40.8	4.7	32,415	11,015	5,467	1,217	205	1,956	1,189
Clark	33.2	.0145	32.7	8.5	12.8	14.6	32.4	11.2	89,890	17,156	8,921	2,626	2,335	14,521	1,752
Columbia	43.5	.0191	32.1	10.4	15.4	15.4	30.2	15.8	157,882	38,786	18,027	3,326	3,626	25,892	5,184
Crawford	16.7	.0073	33.0	9.3	13.1	14.7	32.7	5.8	59,638	14,087	5,288	7,207	3,475	11,244	1,056
Dodge	75.2	.0329	31.3	11.2	16.0	15.8	28.3	25.1	190,994	52,982	16,939	20,207	6,007	26,342	4,861
Door	25.5	.0112	34.6	9.6	12.7	14.1	35.4	9.5	100,006	23,262	18,174	9,328	896	14,396	1,987
Dunn	34.8	.0152	27.4	21.7	13.2	12.9	27.0	11.3	104,122	20,734	14,560	11,070	3,002	17,732	4,441
Florence	4.3	.0018	35.0	9.0	13.2	15.5	34.4	1.5	6,684	848	2,220			1,375	140
Fond du Lac	89.4	.0392	29.3	13.9	15.5	15.3	25.9	30.4	338,653	64,170	38,734	59,582	15,970	45,084	18,113
Forest	9.1	.0040	32.0	8.9	12.6	14.1	32.2	3.1	16,340	3,173	2,189	284	31	2,814	482
Grant	52.1	.0228	27.6	16.8	13.9	13.8	25.9	17.0	179,963	42,619	22,558	8,888	5,718	29,793	5,161
Green	30.3	.0132	31.7	11.0	14.8	15.3	29.8	11.0	239,941	23,546	13,829	10,657	9,613	28,225	4,263
Green Lake	18.5	.0081	34.6	10.6	14.0	15.2	34.2	6.8	85,702	16,487	7,394	11,955	2,595	23,209	1,600
Iowa	19.9	.0087	30.8	10.6	13.5	15.4	28.9	6.9	58,284	15,303	7,474	981	3,125	13,576	1,166
Iron	6.7	.0030	41.7	8.7	10.5	14.9	41.7	2.7	21,096	3,235	4,189	1,482	33	976	603
Jackson	17.0	.0074	32.8	9.8	13.5	14.4	32.6	6.2	63,135	13,939	4,803	3,231	1,182	7,430	2,226
Jefferson	66.7	.0292	30.1	14.6	16.2	14.7	27.3	22.7	223,263	59,309	32,071	25,905	8,128	27,656	6,109
Juneau	21.3	.0093	32.7	9.5	14.0	14.5	32.3	7.8	82,239	15,532	9,378	4,103	1,476	8,754	2,109
Kewaunee	19.6	.0085	30.4	12.2	14.2	14.3	29.2	6.6	54,971	13,688	5,203	2,990	3,086	6,393	823
Lafayette	17.4	.0076	30.6	10.4	13.4	15.5	28.6	6.0	27,952	8,173	3,265	437	431	6,141	622
Langlade	20.0	.0087	32.7	10.3	12.8	14.2	32.9	7.2	79,713	20,239	7,884	3,764	1,052	15,181	1,211
Lincoln	26.6	.0117	32.8	9.6	14.7	15.5	31.3	9.5	86,430	23,569	10,762	4,752	3,341	14,255	1,960
Manitowoc	83.0	.0363	31.0	12.1	15.1	15.7	28.2	28.9	273,065	62,712	28,711	51,674	8,929	51,381	8,563
Manitowoc	32.5	.0142	33.0	12.6	14.4	15.3	31.8	12.5	179,654	29,063	17,159	49,966	4,469	35,925	5,588
Two Rivers	13.3	.0058	31.6	12.8	15.3	16.1	28.7	5.0	51,910	19,302	5,801	810	2,086	7,196	2,600
Marinette	39.6	.0174	34.0	10.0	13.8	14.3	34.3	14.4	125,636	31,886	18,245	9,620	4,457	19,934	2,821
Marquette	11.9	.0052	37.3	6.7	12.4	14.4	37.8	4.5	25,110	8,280	6,124	355	720	1,404	211
Menominee	3.4	.0014	20.9	9.5	13.2	12.8	18.4	.8	1,645	724	215	412			
Monroe	35.4	.0155	32.3	10.0	13.6	15.7	30.6	12.1	120,401	22,486	12,003	4,029	4,397	15,791	3,340
Oconto	29.2	.0127	32.9	9.4	12.9	14.4	32.9	10.2	68,104	17,519	9,207	1,599	772	10,937	1,494
Oneida	31.8	.0139	33.6	9.1	13.9	15.5	32.5	11.8	162,429	29,925	16,698	12,232	7,651	25,087	4,878
Pepin	7.5	.0033	32.1	10.3	12.6	13.4	32.9	2.6	24,253	3,201	2,545	382	934	4,830	715
Pierce	31.5	.0138	26.3	19.6	14.4	12.9	24.6	10.1	81,758	20,452	11,635	1,391	3,042	14,909	3,664
Polk	32.8	.0143	33.1	9.5	13.6	14.3	33.1	11.7	108,478	25,881	10,942	3,731	3,187	12,422	4,076
Portage	58.3	.0256	25.8	20.4	15.1	13.1	23.0	18.8	221,683	42,311	25,054	25,757	11,290	27,666	5,045
Price	15.9	.0069	36.6	8.1	12.3	14.3	37.1	5.8	45,882	15,763	4,119	1,608	1,359	6,150	1,165
Richland	17.5	.0076	32.7	11.3	13.0	14.9	32.0	6.3	41,442	7,451	3,508	2,363	2,086	7,896	1,151
Rusk	15.7	.0069	32.6	10.4	11.9	14.0	33.2	5.4	42,749	10,181	3,170	2,110	1,117	4,692	702
☐ St. Croix	44.6	.0195	28.5	11.2	16.3	15.4	24.0	14.8	140,563	34,935	11,954	5,647	2,890	30,074	6,909
Sauk	44.0	.0192	32.0	10.8	14.8	15.0	30.5	15.9	205,426	51,896	25,798	13,910	7,954	24,482	4,929
Sawyer	12.9	.0057	38.2	6.8	12.0	13.6	39.2	4.7	48,851	14,420	5,373	830	532	7,275	1,711
Shawano	36.4	.0159	33.7	9.2	14.0	14.9	33.3	12.6	109,061	26,249	14,172	12,228	4,806	13,766	2,295
Taylor	19.0	.0083	30.4	9.6	12.9	14.3	29.8	6.3	55,575	10,842	6,593	10,180	2,211	8,145	2,060
Trempealeau	26.4	.0116	34.1	9.4	13.6	14.5	34.2	9.3	74,660	20,679	8,313	1,997	1,115	14,740	1,319
Vernon	25.8	.0113	35.2	8.8	13.2	15.8	34.5	9.4	53,423	12,604	7,097	1,306	2,753	6,478	2,096
Vilas	17.0	.0074	39.1	7.4	12.4	15.0	39.1	6.5	71,313	28,191	9,946	1,139	781	6,790	1,121
Walworth	72.3	.0317	29.7	15.9	15.6	14.8	26.9	25.4	253,361	66,015	43,512	8,172	6,940	32,912	7,745
Washburn	13.4	.0058	35.3	8.3	12.7	13.8	36.4	5.0	53,563	15,706	6,026	4,216	665	7,693	2,944
Waupaca	43.2	.0189	34.4	9.4	13.8	14.1	35.0	15.2	143,386	35,603	17,856	12,000	6,140	20,501	5,353
Waushara	18.8	.0082	35.3	9.7	13.3	14.2	36.0	7.1	50,081	8,535	7,521	1,981	285	5,956	1,151
Wood	73.5	.0322	29.5	11.7	16.3	15.7	25.4	25.7	367,610	77,667	27,491	40,717	13,332	68,475	9,696
TOTAL METRO COUNTIES	**3,159.4**	**1.3830**	**29.1**	**14.4**	**17.2**	**16.0**	**23.9**	**1,132.4**	**13,532,942**	**2,892,707**	**1,494,102**	**1,934,826**	**668,426**	**1,985,497**	**420,126**
TOTAL STATE	**4,734.1**	**2.0718**	**29.9**	**13.5**	**16.2**	**15.6**	**26.1**	**1,683.3**	**18,958,616**	**4,124,648**	**2,122,100**	**2,380,164**	**852,275**	**2,791,754**	**575,180**

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[redacted] ESTIMATES

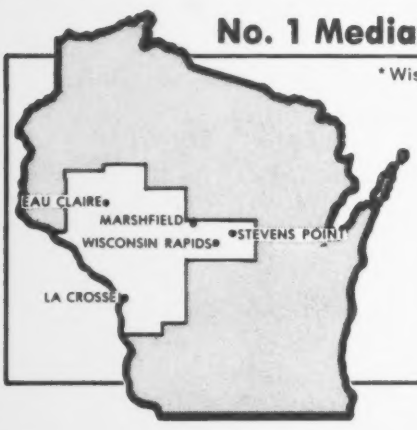
$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON - OSHKOSH	**2,298,114**	**20,656**	**4.1**	**10.6**	**35.3**	**34.3**	**.1245**
Calumet	223,182	20,898	3.8	10.7	32.8	36.3	.0111
Outagamie	1,016,278	21,295	3.9	9.9	35.2	36.4	.0588
• Appleton	524,502	21,679	4.0	10.3	32.6	38.7	.0283
Winnebago	1,058,654	20,037	4.5	11.3	35.9	31.8	.0546
• Oshkosh	370,848	18,035	5.2	13.1	36.2	25.0	.0225
SUBURBAN TOTAL	1,402,764	21,102	3.9	10.0	36.0	35.4	.0737
DULUTH - SUPERIOR	**2,000,654**	**18,436**	**5.3**	**11.7**	**31.8**	**28.8**	**.1126**
Douglas	311,350	16,814	5.9	13.3	33.2	22.4	.0173
• Superior	222,379	16,884	6.0	13.4	31.3	24.2	.0125
St. Louis, Minn.	*1,689,304*	*18,780*	*5.1*	*11.4*	*31.7*	*30.0*	*.0953*
• *Duluth*	*760,424*	*18,623*	*5.6*	*11.7*	*27.7*	*32.1*	*.0430*
SUBURBAN TOTAL	1,017,851	18,628	4.8	11.3	34.9	27.5	.0571
EAU CLAIRE	**833,687**	**16,576**	**5.2**	**14.9**	**33.0**	**22.6**	**.0524**
Chippewa	362,117	19,005	4.2	12.1	30.1	32.0	.0201
Eau Claire	471,570	15,389	5.9	16.6	34.8	16.7	.0323
• Eau Claire	323,628	15,584	5.7	16.2	34.3	18.0	.0256
SUBURBAN TOTAL	510,059	17,488	4.9	13.9	32.2	25.8	.0268
GREEN BAY	**1,352,017**	**20,496**	**4.1**	**11.1**	**36.9**	**32.7**	**.0768**
Brown	1,352,017	20,496	4.1	11.1	36.9	32.7	.0768
• Green Bay	674,901	19,573	4.8	12.1	37.2	29.7	.0426
SUBURBAN TOTAL	677,116	21,543	3.2	9.9	36.7	36.2	.0342
JANESVILLE - BELOIT	**1,120,420**	**21,317**	**4.2**	**9.9**	**33.4**	**36.6**	**.0623**
Rock	1,120,420	21,317	4.2	9.9	33.4	36.6	.0623
• Beloit	281,342	20,946	4.6	9.7	31.2	35.4	.0165
• Janesville	442,810	22,236	4.0	9.0	32.6	40.5	.0274
SUBURBAN TOTAL	396,268	20,730	4.0	11.0	35.9	33.5	.0184
KENOSHA	**1,202,440**	**26,033**	**3.3**	**8.4**	**23.5**	**52.9**	**.0558**
Kenosha	1,202,440	26,033	3.3	8.4	23.5	52.9	.0558
• Kenosha	748,722	25,200	3.5	8.4	24.8	50.6	.0363
SUBURBAN TOTAL	453,718	27,501	2.8	8.3	21.1	57.2	.0195
LA CROSSE	**592,541**	**16,275**	**5.5**	**15.8**	**34.2**	**20.7**	**.0378**
La Crosse	592,541	16,275	5.5	15.8	34.2	20.7	.0378
• La Crosse	321,831	15,481	5.9	15.1	31.0	20.7	.0241
SUBURBAN TOTAL	270,710	17,101	4.9	16.6	38.3	20.5	.0137
MADISON	**2,977,650**	**21,420**	**4.7**	**11.7**	**27.8**	**39.4**	**.1586**
Dane	2,977,650	21,420	4.7	11.7	27.8	39.4	.1586
• Madison	1,555,576	20,130	5.4	12.4	27.0	36.2	.0885
SUBURBAN TOTAL	1,422,074	22,831	3.8	10.7	28.9	43.2	.0701
MILWAUKEE	**12,281,295**	**22,204**	**3.9**	**10.3**	**30.4**	**40.8**	**.6583**
Milwaukee	8,080,654	20,286	4.4	11.8	32.8	34.1	.4470
• Milwaukee	4,805,343	18,090	5.2	13.9	34.0	26.5	.2610
Wauwatosa	524,232	25,026	3.6	8.6	26.9	50.1	.0366
West Allis	557,986	21,563	3.6	10.2	36.8	36.2	.0330
Ozaukee	664,008	26,579	2.3	6.6	26.4	55.7	.0314
Washington	769,434	25,895	3.2	7.7	25.5	53.0	.0380
Waukesha	2,767,199	27,957	2.3	6.1	23.3	60.4	.1419
SUBURBAN TOTAL	7,475,952	26,298	2.6	7.0	26.8	54.5	.3973
MILWAUKEE - RACINE CONSOLIDATED AREA	***13,664,512***	***22,069***	***3.9***	***10.4***	***30.8***	***40.2***	***.7314***
RACINE	**1,383,217**	**21,055**	**4.1**	**11.1**	**34.3**	**35.6**	**.0731**
Racine	1,383,217	21,055	4.1	11.1	34.3	35.6	.0731
• Racine	663,166	19,278	4.9	13.1	34.6	29.8	.0371
SUBURBAN TOTAL	720,051	22,961	3.2	8.8	34.2	42.2	.0360

[redacted] ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SHEBOYGAN	**779,793**	**20,216**	**4.5**	**11.1**	**34.8**	**32.1**	**.0421**
Sheboygan	779,793	20,216	4.5	11.1	34.8	32.1	.0421
• Sheboygan	375,626	19,351	4.9	11.8	35.1	29.3	.0227
SUBURBAN TOTAL	404,167	21,048	4.1	10.3	34.4	35.0	.0194
WAUSAU	**861,636**	**20,574**	**4.5**	**11.8**	**30.5**	**35.6**	**.0462**
Marathon	861,636	20,574	4.5	11.8	30.5	35.6	.0462
• Wausau	295,232	20,455	4.9	11.7	27.4	36.6	.0171
SUBURBAN TOTAL	566,404	20,631	4.3	11.8	32.2	35.1	.0291
OTHER COUNTIES							
Adams	78,971	14,189	5.0	14.9	28.9	18.0	.0041
Ashland	95,293	12,810	8.0	16.9	28.5	14.4	.0065
Barron	259,155	15,585	6.6	14.9	27.0	24.9	.0148
Bayfield	75,915	12,258	7.6	17.8	28.0	12.2	.0042
Buffalo	90,974	15,649	6.2	14.6	29.7	22.3	.0049
Burnett	68,774	12,264	6.7	17.0	25.6	15.3	.0040
Clark	177,756	12,464	7.2	17.8	27.6	16.9	.0106
Columbia	298,311	17,519	5.4	14.2	33.5	24.9	.0169
Crawford	91,319	12,807	6.9	18.0	25.4	17.4	.0059
Dodge	584,591	21,531	4.4	10.3	29.8	38.9	.0286
Door	180,397	16,938	4.9	13.2	31.5	25.5	.0103
Dunn	222,741	16,167	6.9	14.2	28.9	24.6	.0124
Florence	24,542	14,308	6.6	18.2	31.5	16.1	.0012
Fond du Lac	592,434	18,124	4.7	13.6	38.4	23.9	.0348
Forest	39,858	10,673	9.0	24.0	21.2	8.1	.0024
Grant	328,677	16,854	6.0	16.5	30.2	25.2	.0192
Green	243,609	19,317	5.4	13.3	28.3	33.5	.0168
Green Lake	131,762	17,468	5.3	14.5	34.1	24.4	.0079
Iowa	139,540	17,448	5.2	13.4	28.0	28.7	.0074
Iron	37,769	12,458	8.6	19.7	28.1	10.9	.0022
Jackson	134,381	18,099	6.0	12.9	26.2	31.4	.0072
Jefferson	496,040	19,811	4.9	12.0	31.8	32.8	.0264
Juneau	146,645	16,363	5.9	13.6	29.4	25.0	.0085
Kewaunee	133,827	17,991	4.3	15.6	30.2	29.4	.0071
Lafayette	99,951	14,917	6.8	18.3	32.0	17.8	.0051
Langlade	120,876	14,139	6.2	16.7	28.4	18.6	.0076
Lincoln	153,501	15,160	6.9	17.2	33.9	16.6	.0092
Manitowoc	564,132	17,798	4.8	14.1	36.5	24.2	.0313
Manitowoc	251,750	17,765	5.4	13.5	34.2	25.3	.0154
Two Rivers	89,777	17,368	4.5	14.7	37.9	21.7	.0052
Marinette	239,821	14,745	6.3	16.5	31.3	17.8	.0140
Marquette	67,514	12,684	8.1	17.2	28.7	13.9	.0037
Menominee	10,569	11,940	8.4	30.8	23.8	7.0	.0006
Monroe	236,642	17,255	5.1	14.5	28.7	28.5	.0134
Oconto	157,393	13,667	6.9	16.7	30.2	15.4	.0089
Oneida	221,629	17,141	5.4	14.6	32.3	24.6	.0139
Pepin	46,825	15,133	7.6	14.5	27.0	23.4	.0026
Pierce	226,775	18,800	5.8	12.4	28.3	32.5	.0117
Polk	206,370	15,407	6.4	16.1	30.8	20.5	.0119
Portage	429,161	20,355	4.4	11.9	31.0	34.7	.0238
Price	99,429	14,989	5.7	15.5	29.5	20.5	.0056
Richland	106,936	14,283	7.1	13.5	27.2	21.0	.0057
Rusk	93,100	14,455	5.3	15.1	27.1	21.2	.0053
St. Croix	332,601	20,020	4.6	11.3	32.4	33.4	.0173
Sauk	281,906	16,566	5.4	16.2	34.9	21.4	.0181
Sawyer	72,707	12,250	9.1	17.5	22.4	17.7	.0046



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October, 1980

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- **Total Population** **1,413,400**

*Source: Sales & Market Management Survey of Buying Power Date Service 1980.

Adult 18+ Audience **Source: Three Sigma Major Market Audience Study**

		SUN/AM	AM/PM	SUNDAY	PM	AM
SMSA 4 County	Gross Audience	1,122,800	977,200	810,300	664,700	312,500
	Net Unduplicated Percent Covered	85%	76%	80%	66%	31%
ADI 9 County	Gross Audience	1,318,100	1,089,200	956,400	727,500	361,700
	Net Unduplicated Percent Covered	76%	65%	70%	54%	27%

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WISC. (cont.) ESTIMATES	EFFECTIVE BUYING INCOME 1980							ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
Shawano	238,274	16,652	5.2	14.9	30.8	24.8	.0132	Washburn	80,675	12,947	8.8	17.0	26.0	18.0	.0052
Taylor	116,038	16,206	5.3	14.0	29.1	24.6	.0066	Waupaca	239,556	13,530	6.6	19.5	30.2	13.9	.0148
Trempealeau	171,904	15,799	6.6	14.6	26.1	26.3	.0094	Waushara	100,230	11,795	7.8	18.4	25.7	12.4	.0060
Vernon	156,420	13,147	8.2	15.0	25.1	19.6	.0082	Wood	557,682	20,476	4.1	10.9	33.3	34.2	.0332
Vilas	100,069	12,790	7.3	18.6	26.6	15.5	.0065	**TOTAL METRO COUNTIES**	**26,326,761**	**21,214**	**4.2**	**11.0**	**31.3**	**37.5**	**1.4225**
Walworth	517,671	17,947	5.3	13.4	32.7	27.3	.0283	**TOTAL STATE**	**36,713,798**	**19,728**	**4.7**	**12.2**	**31.2**	**33.2**	**2.0152**

WYOMING

WYO. ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**73.6**	**.0322**	**27.1**	**15.0**	**19.5**	**17.8**	**16.9**	**26.7**	**553,878**	**102,494**	**31,959**	**39,364**	**41,644**	**135,947**	**16,699**
Natrona	73.6	.0322	27.1	15.0	19.5	17.8	16.9	26.7	553,878	102,494	31,959	39,364	41,644	135,947	16,699
• Casper	51.9	.0227	24.7	13.8	13.4	18.3	17.6	19.3	510,664	94,917	27,985	39,364	41,510	131,803	15,549
SUBURBAN TOTAL	21.7	.0095	29.6	17.8	33.5	16.7	15.2	7.4	43,214	7,577	3,974		134	4,144	1,150
OTHER COUNTIES															
Albany	29.2	.0128	23.5	32.0	19.9	10.4	13.0	10.9	139,506	28,465	11,299	2,936	8,990	20,943	2,136
Big Horn	12.0	.0052	30.6	10.3	16.8	14.9	27.8	4.2	28,320	8,430	2,710	676	1,333	1,869	1,687
Campbell	25.3	.0111	25.9	16.2	25.2	15.8	11.2	8.4	169,790	30,030	11,344	11,303	2,332	32,665	2,748
Carbon	22.6	.0099	28.5	11.6	18.6	16.1	21.8	7.7	120,902	19,543	7,939	4,272	3,014	23,029	5,775
Converse	14.8	.0065	28.9	9.8	17.8	16.3	22.9	4.9	76,726	17,219	5,996	2,710	1,547	14,039	1,023
Crook	5.4	.0023	28.6	12.9	18.6	16.4	21.8	1.9	13,225	1,976	1,400	511		223	304
Fremont	41.2	.0181	26.8	13.2	20.9	16.2	16.6	13.8	200,490	39,675	12,712	15,783	8,896	32,297	5,168
Goshen	12.1	.0053	30.0	12.8	16.5	15.6	26.2	4.5	49,683	12,701	2,241	3,973	728	8,234	1,890
Hot Springs	5.8	.0025	32.4	10.2	14.0	15.3	31.1	2.2	23,801	5,800	2,356	690	491	3,481	988
Johnson	6.8	.0030	29.5	11.3	16.8	15.3	25.4	2.5	31,096	6,467	2,741	1,577	1,025	6,134	600
Laramie	69.5	.0304	27.5	14.5	20.5	16.2	18.3	25.9	379,627	52,885	22,606	39,601	20,760	58,069	5,440
Cheyenne	47.6	.0208	28.4	13.2	19.5	16.5	20.6	18.1	346,957	46,125	21,344	35,616	20,349	56,803	4,925
Lincoln	12.5	.0055	26.5	10.2	16.5	14.7	21.3	4.0	61,632	13,371	3,797	1,942	312	12,850	1,905
Niobrara	2.9	.0012	33.9	10.3	16.8	17.4	30.7	1.2	16,380	3,551	1,201	497	169	588	293
Park	21.9	.0096	28.4	13.7	18.8	16.9	20.7	7.9	102,153	15,707	6,494	14,833	3,768	19,009	4,192
Platte	12.4	.0054	31.3	10.3	19.0	15.1	28.0	4.6	52,039	9,128	2,453	3,222	458	10,180	454
Sheridan	25.7	.0113	32.2	11.8	15.2	16.2	29.6	9.6	135,054	30,390	10,266	13,969	10,169	25,140	3,310
Sublette	4.6	.0020	28.4	13.0	21.7	17.6	18.1	1.6	25,372	3,538	2,551	390	406	1,304	685
Sweetwater	43.7	.0191	27.2	12.7	17.5	15.4	20.9	14.8	185,815	46,659	12,650	16,308	13,115	28,750	5,151
Teton	9.7	.0043	27.6	12.5	22.6	18.0	15.2	4.0	89,751	19,749	10,293	2,537	978	5,567	2,957
Uinta	13.5	.0059	26.6	11.2	15.7	15.9	20.9	4.2	63,799	11,638	3,210	5,429	3,605	7,553	3,650
Washakie	9.7	.0042	28.5	11.7	18.9	16.4	21.3	.3.4	39,573	10,627	1,925	3,409	1,255	11,830	1,124
Weston	7.2	.0032	28.0	11.5	18.2	17.5	19.8	2.6	35,383	8,126	2,627	1,786	556	3,695	915
TOTAL METRO COUNTIES	**73.6**	**.0322**	**27.1**	**15.0**	**19.5**	**17.8**	**16.9**	**26.7**	**553,878**	**102,494**	**31,959**	**39,364**	**41,644**	**135,947**	**16,699**
TOTAL STATE	**482.1**	**.2110**	**27.5**	**14.2**	**19.0**	**16.0**	**19.8**	**171.5**	**2,593,995**	**498,169**	**172,770**	**187,718**	**125,551**	**463,396**	**69,094**

WYO. ESTIMATES	EFFECTIVE BUYING INCOME 1980							ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
CASPER	**780,543**	**26,855**	**3.5**	**8.4**	**20.7**	**54.2**	**.0452**	Laramie	673,213	22,902	4.2	11.7	25.7	44.1	.0364
Natrona	780,543	26,855	3.5	8.4	20.7	54.2	.0452	Cheyenne	473,672	23,370	4.6	11.2	22.9	45.9	.0280
• Casper	570,144	27,074	3.7	8.8	19.8	54.3	.0361	Lincoln	85,858	19,994	4.2	12.6	34.3	32.7	.0054
SUBURBAN TOTAL	210,399	26,374	3.2	7.6	23.2	53.5	.0091	Niobrara	17,640	12,019	8.2	22.4	22.7	14.6	.0012
OTHER COUNTIES								Park	200,455	22,440	4.1	12.0	26.4	42.9	.0106
Albany	235,340	17,644	5.8	15.3	27.0	30.9	.0134	Platte	88,360	17,201	5.7	14.0	27.5	28.9	.0052
Big Horn	95,699	19,846	5.6	12.5	26.3	36.3	.0046	Sheridan	199,556	16,884	6.2	13.7	27.2	28.5	.0120
Campbell	276,392	29,197	2.2	6.6	21.6	62.2	.0151	Sublette	40,169	20,873	4.6	11.1	31.8	38.2	.0023
Carbon	201,060	24,739	4.3	10.4	22.6	49.1	.0112	Sweetwater	398,580	25,630	3.7	8.7	20.8	52.2	.0206
Converse	108,927	20,877	4.8	9.9	25.0	39.5	.0067	Teton	81,799	16,737	4.9	18.9	33.0	23.5	.0057
Crook	34,830	15,974	5.7	19.6	29.0	24.8	.0019	Uinta	96,084	20,733	3.5	12.6	35.3	34.8	.0059
Fremont	325,996	21,921	4.4	10.2	28.4	40.3	.0188	Washakie	72,946	20,170	5.1	13.2	29.3	34.4	.0041
Goshen	88,884	14,160	7.2	19.9	28.3	18.7	.0050	Weston	65,193	21,011	5.8	8.8	32.0	36.7	.0035
Hot Springs	40,467	15,746	5.7	12.6	27.2	25.1	.0023	**TOTAL METRO COUNTIES**	**780,543**	**26,855**	**3.5**	**8.4**	**20.7**	**54.2**	**.0452**
Johnson	63,696	18,556	5.9	12.5	23.3	36.8	.0034	**TOTAL STATE**	**4,271,687**	**21,886**	**4.5**	**11.5**	**25.4**	**41.9**	**.2405**

Section D

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

CANADIAN SURVEY OF BUYING POWER

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Yukon-Northwest Territories . D-10
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Effective Buying Income and retail sales are expressed in Canadian dollars.
Census Metropolitan Areas are defined by Statistics Canada on an urban population basis.

ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality

ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over						EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E

S&MM's Canadian metropolitan county areas and their code numbers

501.Δ Brantford, Ont.—Brant Co.
502. Calgary, Alta.—Div. 6
Cambridge, Ont.
(See Kitchener-Cambridge)
503. Chicoutimi-Jonquière, Que.—Chicoutimi Co.
Dartmouth, N.S.
(see Halifax-Dartmouth)
504. Edmonton, Alta.—Div. 11
Glace Bay, N.S. (See Sydney-Glace Bay)
505.Δ Guelph, Ont.—Wellington Co.
506. Halifax-Dartmouth, N.S.—Halifax Co.
507. Hamilton, Ont.—Hamilton-Wentworth Reg. Mun.
Jonquière, Que.
(See Chicoutimi Jonquière)
508.Δ Kamloops, B.C.—Thompson-Nicola Reg. Dist.
509.Δ Kelowna, B.C.—Central Okanagan Reg. Dist.
510.Δ Kingston, Ont.—Frontenac Co.
511. Kitchener-Cambridge, Ont.—Waterloo Reg. Mun.
512. London, Ont.—Middlesex Co.
513.Δ Moncton, N.B.—Albert, Westmorland* cos.
514. Montreal, Que.—Chambly, Châteauguay, Deux-Montagnes, Ile-de-Montreal*, Ile-Jésus, Laprairie, L'Assomption, Terrebonne, Vaudreuil cos.
Niagara Falls, Ont.
(See St.Catharines-Niagara)
515.Δ North Bay, Ont.—Nipissing Terr. Dist.
516. Oshawa, Ont.—Durham Reg. Mun.
517. Ottawa, Ont.—
Ontario Portion —Ottawa-Carleton Reg. Mun*, Russell Co.
Quebec Portion—Gatineau, Hull cos.
518.Δ Peterborough, Ont.—Peterborough Co.
519.Δ Prince George, B.C.—Fraser-Fort George Reg. Dist.
520. Quebec, Que.—Lévis, Montmorency 1, Montmorency 2, Quebec* cos.
521. Regina, Sask.—Div. 6
522. St. Catharines-Niagara, Ont.—Niagara Reg. Mun.
523. St. John, N.B.—Kings, St. John* cos.
524. St. John's, Nfld.—Div. 1
525.Δ Sarnia, Ont.—Lambton Co.
526. Saskatoon, Sask.—Div. 11
527.Δ Sault Ste. Marie, Ont.—Algoma Terr. Dist.
Shawinigan, Que. (See Trois Rivières-Shawinigan)
528.Δ Sherbrooke, Que.—Sherbrooke Co.
529. Sudbury, Ont.—Sudbury Reg. Mun.
530.Δ Sydney-Glace Bay, N.S.—Cape Breton Co.
531. Thunder Bay, Ont.—Thunder Bay Terr. Dist.
532. Toronto, Ont.—Toronto Metro. Mun.*; Halton, Peel, York reg. muns.
533.Δ Trois Rivières-Shawinigan, Que.—Champlain, St.-Maurice* cos.
534. Vancouver, B.C.—Greater Vancouver Reg. Dist.
535. Victoria, B.C.—Capitol Reg. Dist.
536. Windsor, Ont.—Essex Co.
537. Winnipeg, Man.—Div. 11

Δ A potential metro area as defined by S&MM.
*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

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MONTREAL'S FASTEST-GROWING NEWSPAPER.

Chill winds sweep the Northland

By THAYER C. TAYLOR
Senior Editor/Management Sciences

"Yankee Go Home" posters aren't sprouting yet, but there are many signs that U.S. marketers face a vexing future in Canada.

Anytime you have an elephant and a mouse (Canada's population is about the size of California's) intimately involved with, and dependent upon, one another, frictions are bound to flare periodically. Such has been the case since U.S. corporations established their first manufacturing branches in Canada 100 years ago to get around high tariff walls that were erected to give domestic industry a chance to grow.

However, today's business climate for foreign-owned companies in general, and U.S. firms in particular, is the chilliest it's ever been and is likely to remain so for a while for several reasons including the following:

♦ The Trudeau administration's Canadianization-of-industry policy.

♦ The tug-of-war between Ottawa and the western provinces over vast energy resources, whose value has multiplied as a result of the escalation of world oil prices.

♦ Constitutional reform that would give Ottawa greater leverage over the provinces.

Canadianization, currently, is mostly aimed at foreign-owned oil and gas companies, which control 70% of the industry. Ottawa wants to slash this to at least 50% by 1990. If the program succeeds, however, observers speculate that it may be extended to other industries where there's a significant Yankee presence. U.S. companies, for example, control 39% of the manufacturing industry. Canadians point out, correctly, that no other industrialized nation has as big a share of its economy under foreign control.

The spearhead of Trudeau's drive is the New Energy Program (NEP), designed to give domestic companies strong economic advantages at the expense of outside companies. Exploration leases for oil and gas deposits on federal lands will be given exclusively to compa-

1981 Canadian outlook

Province	Real Domestic Product 1981 (Mil. 1971 $)	% Change 1980–1981	% Change 1979–1980	Employment 1981 (000)	% Change 1980–1981	% Change 1979–1980	Retail Sales 1981 (Mil. $)	% Change 1980–1981	% Change 1979–1980
Atlantic Provinces	**$ 7,097**	**+3.3%**	**−1.2%**	**836**	**+2.5%**	**+3.7%**	**$ 7,391**	**+11.8%**	**+ 5.1%**
Newfoundland	1,659	+5.0	−3.8	193	+4.8	+5.6	1,684	+12.8	+ 3.9
Pr. Edward Island	319	+1.4	−2.4	48	0.0	+3.2	411	+11.7	+ 2.1
Nova Scotia	2,933	+3.4	+0.1	332	+1.2	+3.7	2,958	+12.3	+ 4.4
New Brunswick	2,186	+2.1	−0.8	263	+2.4	+3.1	2,338	+10.4	+ 7.3
Industrial Heartland	**$ 73,487**	**+2.0%**	**−0.8%**	**6,856**	**+1.8%**	**+1.9%**	**$57,627**	**+14.5%**	**+ 6.9%**
Ontario	45,808	+1.9	−1.1	4,145	+1.9	+1.4	33,984	+15.0	+ 7.5
Quebec	27,679	+2.1	−0.3	2,711	+1.6	+2.5	23,643	+13.7	+ 6.0
Prairies	**$ 8,925**	**+3.8%**	**−1.3%**	**898**	**+1.8%**	**+1.7%**	**$ 7,515**	**+14.0**	**+ 7.3%**
Manitoba	4,416	+2.0	−2.3	466	+1.5	+1.5	3,521	+12.1	+ 6.8
Saskatchewan	4,509	+5.6	−0.4	432	+2.1	+2.0	3,994	+15.6	+ 7.8
West	**$ 28,131**	**+3.8%**	**+4.1%**	**2,350**	**+5.7%**	**+5.6%**	**$23,193**	**+17.3%**	**+14.9%**
Alberta	13,900	+4.0	+4.9	1,096	+6.2	+5.7	10,899	+17.1	+15.9
British Columbia	14,231	+3.6	+3.3	1,254	+5.3	+5.5	12,294	+17.5	+14.1
Canada	**$118,091**	**+2.6%**	**+0.3%**	**10,940**	**+2.7%**	**+2.8%**	**$95,985**	**+14.9%**	**+ 8.6%**

Source: Conference Board of Canada.
© Sales & Marketing Management.

nies with at least 50% Canadian ownership; exploration incentives will go to companies that are at least 75% Canadian-owned; and special provisions will ensure that Canadian concerns get a bigger share of the offshore drilling-rig market.

The Foreign Investment Review Agency, created by Trudeau in 1974 to screen potential takeovers, will now make periodic audits of foreign-owned companies to assess if they're doing all they can to promote export business and develop a strong research and development base. These are vital issues for Canada. Exports account for about one-fourth of the gross domestic product. But R&D spending, as a share of economic activity, is woefully low because, Canadians insist, parent companies do such work in their own countries. This puts Canada at a disadvantage, the argument goes, when it comes to the technological advances that are reshaping markets around the world.

To finance its ambitious plans, as well as fund the many social services the government provides, Ottawa proposes to sharply increase its share of tax and royalty revenues from oil and gas companies at the expense of the provinces. Alberta, the leading energy producer, is retaliating by cutting back on allowable production and holding up construction permits for development of vast tar sands deposits. As a result, drilling-rig operators are moving south of the border to the Rocky Mountain states and Texas.

Another bone of provincial-Ottawa contention is proposed constitutional reform. The proposals would replace the current loose federal union with a greater degree of central control and give Ottawa greater latitude in making future amendments on its own.

Enmeshed in this issue is a wrenching shift of population, economic activity, and financial power from the East to the West, similar to the flow from Frost Belt to Sunbelt in the U.S. As a result, an emerging Alberta–British Columbia axis is challenging the Quebec–Ontario axis that has ruled the country since its founding days.

While all of these issues are of long-range concern, the immediate problem for Canadians is a ruinous inflation rate, which in the first quarter roared along at an annual 13.5% rate. Efforts to control it are hampered, says Vernon Alden, assistant vice president of Chemical Bank, New York City, by "a combination of catch-up oil-price increases and stronger wage pressure. The tendency of the Canadian government to run a budget deficit that in relative terms (vs. GNP) is more than double that of the U.S. will complicate the job of fighting inflation, as well the expected growth in the budget deficits of several provinces this year."

Consumers are responding with a tighter hold on their wallets. The latest survey of consumer buying intentions, the Conference Board of Canada reports, "signals slower growth in consumer spending over the next few months than took place in the very early part of this year."

Prospects for industrial marketers are equally bleak. The Board's most recent survey of senior business executives found that "high interest rates, weak market demand, government policies, and escalating costs all contributed to weaker capital spending plans."

For the near term, then, it looks as if Canadian marketers, even more than their counterparts in the U.S., will be selling with their backs to the wall.

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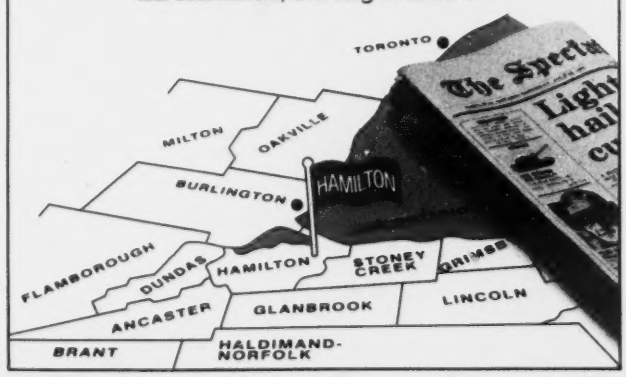

1980 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

■ ESTIMATES

Province	POPULATION 12/31/80 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1980 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Alberta	2,135.9	8.8662	713.3	8.8211	10,103,051	11.0189	1,757,490	802,333	1,999,448	509,884	364,135	2,436,975	514,565	73,988	275,307	124	9.8401	111
British Columbia	2,687.0	11.1538	965.1	11.9350	11,497,472	12.5397	2,318,201	1,229,379	2,089,095	475,845	428,971	2,326,731	615,561	83,696	447,195	112	12.0096	108
Manitoba	1,028.0	4.2673	353.2	4.3678	3,478,736	3.7941	798,906	323,513	724,973	138,169	97,925	698,207	152,798	24,865	111,206	89	3.9768	93
New Brunswick	709.3	2.9443	217.4	2.6885	2,261,603	2.4667	516,560	140,061	381,564	106,807	58,004	529,801	165,812	18,068	76,798	84	2.4540	83
Newfoundland	583.5	2.4222	149.2	1.8451	1,624,659	1.7720	383,515	131,825	340,409	88,192	50,963	299,860	138,581	3,019	62,778	73	1.8492	76
Nova Scotia	856.4	3.5550	270.9	3.3501	2,856,202	3.1151	687,515	206,508	442,686	134,875	74,006	600,483	208,078	27,758	107,430	88	3.1389	88
Ontario	8,600.5	35.7009	2,935.9	36.3071	32,603,637	35.5591	7,933,128	2,997,379	4,365,638	1,622,336	1,209,351	6,026,578	2,385,027	215,278	1,056,636	100	37.1636	104
Prince Edward Island	124.1	.5151	37.2	.4600	396,304	.4322	75,157	27,243	94,381	14,316	10,632	80,458	38,022	1,401	10,796	84	.4249	82
Quebec	6,325.4	26.2569	2,099.1	25.9588	22,980,871	25.0641	6,305,182	2,100,319	2,543,728	1,339,158	917,740	4,346,930	1,471,170	307,655	460,627	95	25.0048	95
Saskatchewan	975.9	4.0510	327.6	4.0513	3,637,404	3.9671	687,364	273,932	694,014	148,019	154,617	950,754	207,175	30,752	109,778	98	3.8628	95
Yukon & N.W. Territories	64.4	.2673	17.4	.2152	248,502	.2710	39,006	19,189	103,699	3,588	3,182	36,072	6,984	3,590	4,927	101	.2753	103
Total Canada	24,090.4	100.0000	8,086.3	100.0000	91,688,441	100.0000	21,502,024	8,251,681	13,779,635	4,581,189	3,369,526	18,332,849	5,903,773	790,070	2,723,478	100	100.0000	100

1980 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

■ ESTIMATES

Province	EFFECTIVE BUYING INCOME—1980 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Alberta	18,957,126	9.5223	8,875	26,577	4.5	6.4	6.0	23.1	60.0
British Columbia	23,956,796	12.0337	8,916	24,823	5.7	5.8	4.6	20.1	63.8
Manitoba	7,904,534	3.9705	7,689	22,380	7.3	8.4	7.4	30.7	46.2
New Brunswick	4,479,615	2.2501	6,316	20,605	5.7	9.8	9.8	31.7	43.0
Newfoundland	3,317,426	1.6664	5,685	22,235	7.1	10.5	8.2	26.8	47.4
Nova Scotia	5,946,381	2.9870	6,943	21,950	5.9	10.2	9.2	31.4	43.3
Ontario	77,067,036	38.7114	8,961	26,250	5.2	4.9	4.5	22.5	62.9
Prince Edward Island	765,135	.3843	6,165	20,568	7.8	16.7	15.8	32.3	27.4
Quebec	48,711,991	24.4684	7,701	23,206	4.4	7.0	6.6	28.7	53.3
Saskatchewan	7,415,237	3.7248	7,598	22,635	6.1	8.1	7.5	25.6	52.7
Yukon & N.W. Territories	559,583	.2811	8,689	32,160	6.2	4.7	3.3	12.2	73.6
Total Canada	199,080,860	100.0000	8,264	24,620	5.2	6.4	5.9	25.0	57.5

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S&MM METROPOLITAN AREA SUMMARIES OF 1980 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	618.4	2.5670	215.3	2.6625	3,429,619	3.7405	622,726	286,001	689,208	196,885	144,256	798,441	176,625	10,130	69,295	146	3.1433	122
Edmonton	711.3	2.9526	244.1	3.0187	3,626,298	3.9550	616,177	251,190	767,011	169,087	129,005	877,887	163,464	19,749	118,525	134	3.4105	116
BRITISH COLUMBIA																		
Kamloops	100.7	.4180	33.9	.4192	495,140	.5400	89,358	57,632	80,970	20,703	13,468	112,292	38,319	2,895	13,920	129	.4704	113
Kelowna	86.7	.3599	31.0	.3834	335,822	.3663	79,296	24,346	41,566	18,328	15,978	64,213	18,460	3,072	18,402	102	.3567	99
Prince George	87.8	.3645	27.8	.3438	428,814	.4677	68,476	34,983	88,525	12,262	12,889	119,603	25,101	1,114	10,287	128	.4096	112
Vancouver	1,136.3	4.7168	427.4	5.2855	5,295,761	5.7758	976,485	650,727	1,131,987	215,819	207,845	1,011,280	241,752	20,424	216,251	122	5.4695	116
Victoria	247.3	1.0265	98.0	1.2119	1,000,531	1.0912	192,260	97,518	237,333	42,120	42,101	158,792	46,916	4,023	32,474	106	1.0990	107
MANITOBA																		
Winnipeg	571.8	2.3736	211.6	2.6168	2,224,499	2.4261	537,410	214,429	478,775	86,815	59,281	398,165	89,847	5,339	63,152	102	2.3799	100
NEW BRUNSWICK																		
Moncton	130.3	.5408	41.9	.5181	481,631	.5254	102,758	29,069	87,656	23,349	10,411	115,819	35,714	1,353	20,470	97	.4886	90
St. John	146.0	.6061	47.4	.5862	499,841	.5451	122,919	32,792	86,511	23,227	8,443	122,939	29,605	1,335	15,872	90	.5451	90
NEWFOUNDLAND																		
St. John's	244.1	1.0133	66.1	.8175	766,753	.8363	190,906	56,394	112,643	47,584	24,258	171,240	60,949	906	36,071	83	.8202	81
NOVA SCOTIA																		
Halifax-Dartmouth	285.7	1.1859	95.7	1.1835	1,077,279	1.1749	249,621	105,345	147,528	64,532	24,943	231,913	68,794	4,448	43,268	99	1.2176	103
Sydney-Glace Bay	123.8	.5139	34.9	.4316	351,586	.3835	106,160	21,836	65,306	20,285	8,854	55,578	22,115	1,501	9,390	75	.3991	78
ONTARIO																		
Brantford	104.8	.4350	36.4	.4501	338,997	.3697	85,277	24,933	44,144	20,996	18,573	60,443	22,845	1,693	8,598	85	.4293	99
Guelph	128.8	.5346	43.0	.5318	460,847	.5027	116,155	33,108	52,137	22,686	17,031	90,064	41,178	2,519	17,267	94	.5331	100
Hamilton	407.6	1.6919	146.6	1.8129	1,528,233	1.6667	402,929	123,113	258,294	69,062	63,069	225,922	105,332	8,063	50,426	99	1.6974	100
Kingston	114.4	.4749	39.9	.4934	480,586	.5242	113,754	32,691	75,312	26,128	18,820	82,066	41,204	1,513	15,311	110	.5104	107
Kitchener-Cambridge	301.8	1.2528	103.5	1.2799	1,238,793	1.3511	260,679	97,525	205,771	64,301	50,333	271,342	90,645	5,750	26,435	108	1.3784	110
London	318.6	1.3225	114.3	1.4135	1,369,457	1.4936	329,690	127,410	213,136	69,363	47,434	235,717	94,811	5,823	31,773	113	1.4860	112
North Bay	82.0	.3404	26.2	.3240	315,929	.3446	74,443	31,563	45,412	14,226	11,028	59,320	26,594	2,016	7,085	101	.3194	94
Oshawa	294.1	1.2208	92.7	1.1463	1,129,576	1.2319	269,321	81,093	185,295	40,318	27,426	199,866	85,824	18,398	29,937	101	1.3593	111
Ottawa	759.0	3.1506	270.0	3.3391	2,884,771	3.1463	731,357	282,113	467,477	134,422	99,785	454,420	169,795	24,717	71,450	100	3.5204	112
Peterborough	102.0	.4235	35.0	.4328	432,532	.4718	105,348	35,308	59,985	20,673	18,361	78,719	29,143	2,145	10,822	111	.4302	102
St. Catharines-Niagara	376.2	1.5616	129.0	1.5953	1,300,635	1.4185	328,081	134,446	155,880	70,465	48,595	231,081	90,421	6,210	39,422	91	1.5413	99
Sarnia	126.0	.5231	42.2	.5219	401,616	.4380	95,336	33,728	57,395	20,101	14,998	77,939	27,262	2,414	12,156	84	.5169	99
Sault Ste. Marie	136.3	.5658	42.9	.5306	474,098	.5171	125,005	42,780	75,916	21,640	15,986	61,027	34,828	3,530	12,942	91	.5368	95
Sudbury	161.8	.6716	51.7	.6393	633,314	.6907	174,548	52,970	76,314	36,171	23,891	113,974	41,898	3,432	14,405	103	.6551	98
Thunder Bay	157.6	.6542	51.3	.6344	591,520	.6451	150,062	46,945	102,255	21,425	15,065	93,645	45,255	2,480	21,952	99	.6579	101
Toronto	3,026.1	12.5614	1,047.4	12.9527	11,747,073	12.8120	2,857,429	1,252,321	1,482,630	630,094	427,307	2,215,603	797,106	55,781	451,471	102	13.6570	109
Windsor	319.6	1.3267	110.1	1.3615	1,190,683	1.2986	286,293	115,383	165,804	66,554	57,044	215,316	76,726	6,341	40,411	98	1.3561	102
QUEBEC																		
Chicoutimi-Jonquière	172.5	.7161	49.8	.6159	507,214	.5532	148,153	33,613	62,591	36,662	25,072	90,543	34,770	2,063	9,124	77	.5808	81
Montréal	2,836.3	11.7734	1,009.7	12.4866	11,274,590	12.2966	3,165,744	1,204,547	1,309,989	659,577	415,517	1,858,609	649,710	164,680	260,366	104	12.0648	102
Québec	572.5	2.3765	190.6	2.3570	2,386,985	2.6034	605,553	227,015	292,582	154,501	94,185	429,040	113,117	29,383	54,297	110	2.4498	103
Sherbrooke	108.8	.4517	37.9	.4687	507,332	.5534	129,161	35,339	49,216	43,540	22,868	100,613	34,136	2,509	9,627	123	.4864	108
Trois Rivières-Shawinigan	235.5	.9775	78.7	.9733	801,476	.8741	232,658	67,477	64,951	52,427	36,714	157,728	49,500	14,578	16,099	89	.8605	88
SASKATCHEWAN																		
Regina	200.9	.8340	69.5	.8594	881,206	.9611	174,988	72,072	156,802	34,331	40,847	221,984	49,110	5,883	25,523	115	.8437	101
Saskatoon	178.8	.7422	62.4	.7717	785,113	.8563	136,576	60,739	151,915	44,869	34,393	192,451	42,975	3,383	29,697	115	.7470	101
TOTAL ABOVE AREAS	**15,712.2**	**65.2217**	**5,455.9**	**67.4708**	**63,676,150**	**69.4485**	**15,053,092**	**6,110,494**	**9,826,122**	**3,315,528**	**2,346,074**	**12,055,594**	**3,811,846**	**451,593**	**1,933,972**	**106**	**68.8275**	**106**

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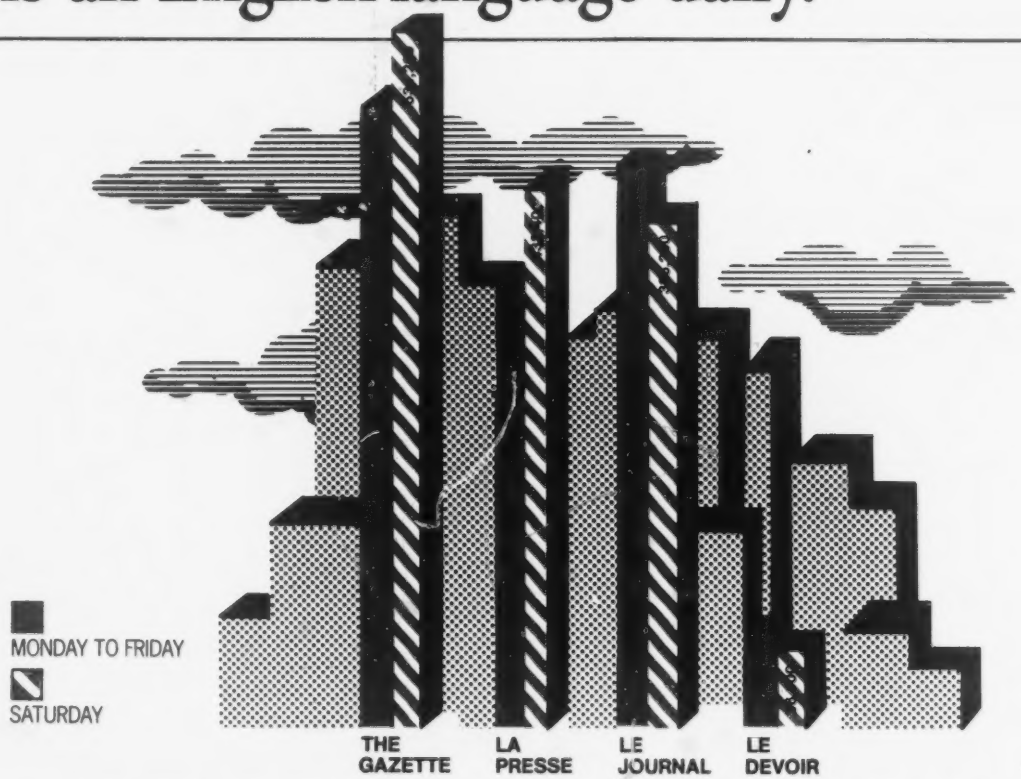

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The Gazette

S&MM METROPOLITAN AREA SUMMARIES OF 1980 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
PROVINCE S&MM Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	6,003,741	3.0157	9,709	27,885	4.6	6.8	6.1	26.8	55.7
Edmonton	6,503,935	3.2669	9,144	26,645	3.6	5.6	5.3	22.4	63.1
BRITISH COLUMBIA									
Kamloops	894,892	.4495	8,887	26,398	6.2	5.0	5.1	23.2	60.5
Kelowna	695,921	.3496	8,027	22,449	6.5	8.3	6.5	20.8	57.9
Prince George	781,880	.3927	8,905	28,125	2.6	4.5	4.6	19.4	68.9
Vancouver	11,122,335	5.5869	9,788	26,023	5.0	4.5	3.7	21.0	65.8
Victoria	2,254,979	1.1327	9,118	23,010	5.8	5.9	5.0	20.3	63.0
MANITOBA									
Winnipeg	4,687,547	2.3546	8,198	22,153	6.0	7.0	6.1	35.9	45.0
NEW BRUNSWICK									
Moncton	887,040	.4456	6,808	21,170	5.3	8.3	10.0	27.0	49.4
St. John	1,036,706	.5208	7,101	21,871	4.8	8.1	9.1	31.3	46.7
NEWFOUNDLAND									
St. John's	1,459,894	.7334	5,981	22,086	6.9	11.2	10.6	31.7	39.6
NOVA SCOTIA									
Halifax-Dartmouth	2,499,831	1.2557	8,750	26,122	3.7	7.5	7.8	28.0	53.0
Sydney-Glace Bay	721,900	.3626	5,831	20,685	6.0	8.6	6.5	33.9	45.0
ONTARIO									
Brantford	921,287	.4627	8,791	25,310	5.0	6.1	5.1	25.7	58.1
Guelph	1,096,664	.5509	8,514	25,504	5.7	8.3	5.1	29.5	51.4
Hamilton	3,420,966	1.7184	8,393	23,335	6.5	4.0	3.2	20.0	66.3
Kingston	1,028,064	.5164	8,987	25,766	6.0	7.6	7.3	21.2	57.9
Kitchener-Cambridge	2,876,937	1.4451	9,533	27,796	3.8	5.7	5.7	28.9	55.9
London	3,079,277	1.5468	9,665	26,940	5.7	5.5	5.2	30.8	52.8
North Bay	589,073	.2959	7,184	22,484	7.9	6.3	5.4	22.6	57.8
Oshawa	2,968,862	1.4913	10,095	32,027	2.8	2.6	2.4	16.2	76.0
Ottawa	7,750,744	3.8933	10,212	28,706	3.8	5.0	4.8	23.1	63.3
Peterborough	812,511	.4081	7,966	23,215	8.6	7.4	5.5	26.8	51.7
St. Catharines-Niagara	3,198,577	1.6066	8,502	24,795	5.9	4.9	3.9	20.3	65.0
Sarnia	1,118,403	.5618	8,876	26,502	5.0	4.0	3.1	10.0	77.9
Sault Ste. Marie	1,069,163	.5371	7,844	24,922	3.7	2.1	1.6	6.6	86.0
Sudbury	1,248,457	.6271	7,716	24,148	2.8	2.6	2.3	9.7	82.6
Thunder Bay	1,328,068	.6671	8,427	25,888	4.6	2.8	2.7	12.1	77.8
Toronto	29,069,344	14.6017	9,606	27,754	3.7	3.7	4.0	23.0	65.6
Windsor	2,791,668	1.4023	8,735	25,356	5.8	5.0	3.8	10.6	74.8
QUEBEC									
Chicoutimi-Jonquière	1,081,198	.5431	6,268	21,711	2.1	3.7	4.3	22.0	67.9
Montréal	23,973,992	12.0425	8,453	23,744	4.7	7.4	6.8	29.2	51.9
Québec	4,751,769	2.3869	8,300	24,931	3.2	5.4	6.2	25.5	59.7
Sherbrooke	915,973	.4601	8,419	24,168	5.8	6.5	6.1	33.9	47.7
Trois Rivières-Shawinigan	1,603,533	.8055	6,809	20,375	6.6	8.4	6.6	21.2	57.2
SASKATCHEWAN									
Regina	1,546,799	.7770	7,699	22,256	4.9	6.1	6.5	28.1	54.4
Saskatoon	1,360,293	.6833	7,608	21,800	5.3	7.9	6.7	27.7	52.4
TOTAL ABOVE AREAS	**139,152,223**	**69.8977**	**8,856**	**25,505**	**4.6**	**5.6**	**5.2**	**24.5**	**60.1**

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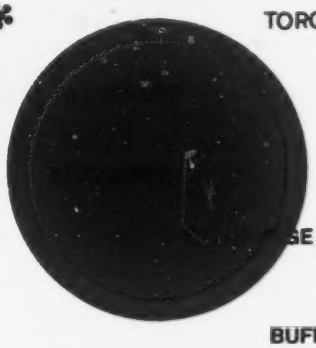

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Vancouver, B.C. V6B 3H9
Telephone: (416) 685-7026

Kitchener-Waterloo Record

*1979 consumer spending not including personal taxes, education, gifts or contributions.

CENSUS METROPOLITAN AREA SUMMARIES OF 1980 POPULATION & RETAIL SALES

ESTIMATES	POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	551.6	2.2897	195.9	2.4226	3,255,878	3.5510	592,539	268,543	661,090	182,074	140,435	752,204	160,294	4,956	67,042	155	2.8923	126
Edmonton	612.7	2.5434	216.7	2.6792	3,200,976	3.4912	592,945	251,176	761,472	166,966	126,627	504,878	150,607	16,208	116,768	137	3.0228	119
BRITISH COLUMBIA																		
Vancouver	1,228.8	5.1013	457.5	5.6589	5,586,976	6.0934	1,039,687	667,915	1,156,525	230,475	221,521	1,099,875	259,770	22,625	230,582	119	5.7971	114
Victoria	233.7	.9700	93.1	1.1524	974,893	1.0632	184,012	95,161	234,432	41,622	41,454	156,460	44,858	3,790	31,176	110	1.0498	108
MANITOBA																		
Winnipeg	591.5	2.4561	217.5	2.6919	2,268,813	2.4743	548,143	220,373	481,582	88,404	61,091	409,254	92,179	6,089	65,712	101	2.4406	99
NEW BRUNSWICK																		
St. John	121.2	.5034	39.9	.4952	455,605	.4968	111,013	30,140	82,601	22,494	7,479	110,745	24,183	1,123	13,601	99	.4684	93
NEWFOUNDLAND																		
St. John's	150.2	.6236	42.2	.5226	604,072	.6588	140,403	40,371	96,018	43,669	21,939	127,227	50,958	785	27,728	106	.5756	92
NOVA SCOTIA																		
Halifax	273.7	1.1361	92.4	1.1426	1,056,846	1.1527	244,230	104,681	146,473	64,063	24,754	227,775	65,912	4,280	41,978	101	1.1812	104
ONTARIO																		
Hamilton	535.9	2.2248	188.8	2.3350	2,025,360	2.2089	530,064	159,515	322,319	95,162	76,141	334,026	141,716	10,529	71,181	99	2.3278	105
Kitchener	284.8	1.1823	98.7	1.2201	1,170,315	1.2764	246,761	92,270	195,697	63,029	47,581	255,319	80,168	4,789	26,061	108	1.3135	111
London	283.5	1.1774	104.4	1.2920	1,263,709	1.3782	303,989	122,582	200,692	67,092	43,687	213,282	84,853	4,547	27,222	117	1.3555	115
Oshawa	158.6	.6584	51.9	.6419	767,605	.8372	180,894	48,472	160,375	32,100	18,564	144,210	44,537	12,448	18,261	127	.7374	112
Ottawa-Hull	728.0	3.0222	261.0	3.2306	2,794,935	3.0482	708,059	273,836	455,932	132,856	96,201	434,736	159,457	24,297	70,206	101	3.4136	113
St. Catharines-Niagara	313.1	1.2995	108.8	1.3452	1,145,424	1.2493	290,347	109,847	148,944	66,732	42,570	203,460	79,201	4,720	32,484	96	1.2906	99
Sudbury	151.2	.6278	48.8	.6041	612,598	.6680	168,620	50,386	75,618	35,481	22,971	110,261	39,610	3,237	13,772	106	.6217	99
Thunder Bay	124.4	.5165	41.7	.5164	499,281	.5444	133,978	34,455	86,522	19,633	12,907	79,955	31,819	2,164	20,120	105	.5416	105
Toronto	2,890.4	11.9979	1,003.1	12.4045	11,145,866	12.1564	2,726,404	1,204,040	1,421,195	598,568	411,353	2,048,500	751,005	52,947	425,683	101	12.9706	108
Windsor	250.6	1.0403	89.8	1.1107	1,036,593	1.1305	249,036	102,583	157,601	61,220	50,120	178,876	64,530	4,425	34,557	109	1.1193	108
QUEBEC																		
Chicoutimi-Jonquière	132.9	.5519	39.6	.4902	413,940	.4514	122,624	26,735	43,640	32,393	20,152	77,404	23,215	1,652	7,902	82	.4648	84
Montréal	2,742.4	11.3853	979.4	12.1177	10,883,873	11.8700	3,036,686	1,162,081	1,290,686	638,508	397,569	1,806,160	611,460	156,131	252,741	104	11.6890	103
Québec	560.3	2.3270	187.0	2.3144	2,356,349	2.5698	598,762	223,335	291,656	154,408	93,424	416,640	111,318	29,491	53,435	110	2.4102	104
SASKATCHEWAN																		
Regina	165.3	.6862	58.2	.7200	792,503	.8643	152,264	59,245	147,621	32,241	39,765	199,899	38,129	4,328	23,069	126	.7196	105
Saskatoon	140.6	.5836	51.4	.6356	700,438	.7639	118,222	51,270	139,564	42,154	34,038	167,244	33,980	1,400	27,566	131	.6183	106
TOTAL ABOVE AREAS	**13,225.4**	**54.9047**	**4,667.8**	**57.7438**	**55,012,848**	**59.9983**	**13,019,702**	**5,399,012**	**8,758,255**	**2,911,344**	**2,052,343**	**10,058,410**	**3,143,759**	**376,961**	**1,698,847**	**109**	**59.0213**	**107**

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CENSUS METROPOLITAN AREA SUMMARIES OF 1980 EFFECTIVE BUYING INCOME

PROVINCE Census Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
ALBERTA									
Calgary	5,451,104	2.7381	9,882	27,826	4.1	6.6	6.1	27.3	55.9
Edmonton	5,840,190	2.9336	9,532	26,951	3.4	5.5	5.2	22.4	63.5
BRITISH COLUMBIA									
Vancouver	11,741,291	5.8976	9,555	25,664	5.1	4.7	3.8	20.7	65.7
Victoria	2,137,557	1.0737	9,147	22,960	5.8	5.9	5.0	20.4	62.9
MANITOBA									
Winnipeg	4,806,679	2.4142	8,126	22,100	6.1	7.0	6.1	35.8	45.0
NEW BRUNSWICK									
St. John	871,095	.4375	7,187	21,832	4.7	8.2	9.1	31.5	46.5
NEWFOUNDLAND									
St. John's	1,008,477	.5066	6,714	23,898	5.9	10.1	10.3	30.0	43.7
NOVA SCOTIA									
Halifax	2,421,232	1.2163	8,846	26,204	3.6	7.4	7.8	28.2	53.0
ONTARIO									
Hamilton	4,859,043	2.4407	9,067	25,736	5.6	3.6	2.9	19.8	68.1
Kitchener	2,763,845	1.3884	9,705	28,002	3.9	5.8	5.9	29.4	55.0
London	2,813,661	1.4132	9,925	26,951	5.6	5.4	4.8	31.9	52.3
Oshawa	1,411,683	.7091	8,901	27,200	3.5	3.1	3.0	18.0	72.4
Ottawa-Hull	7,545,243	3.7898	10,364	28,909	3.7	5.0	4.7	23.2	63.4
St. Catharines-Niagara	2,611,428	1.3117	8,341	24,002	5.8	5.1	4.1	19.4	65.6
Sudbury	1,177,990	.5916	7,791	24,139	2.7	2.5	2.3	9.5	83.0
Thunder Bay	1,094,985	.5499	8,802	26,259	4.1	2.7	2.6	11.9	78.7
Toronto	27,568,745	13.8480	9,538	27,484	3.7	3.7	4.1	23.2	65.3
Windsor	2,278,122	1.1443	9,091	25,369	5.8	4.6	3.7	11.2	74.7
QUEBEC									
Chicoutimi-Jonquière	872,010	.4380	6,561	22,020	2.1	4.1	4.7	17.1	72.0
Montréal	23,297,148	11.7020	8,495	23,787	4.7	7.4	6.8	29.4	51.7
Québec	4,673,659	2.3474	8,341	24,993	3.3	5.6	6.4	25.9	58.8
SASKATCHEWAN									
Regina	1,286,081	.6460	7,780	22,098	4.6	5.8	6.1	26.8	56.7
Saskatoon	1,084,388	.5447	7,713	21,097	4.6	7.4	6.6	27.8	53.6
TOTAL ABOVE AREAS	**119,615,656**	**60.0624**	**9,044**	**25,626**	**4.4**	**5.5**	**5.2**	**24.9**	**60.0**

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T. ESTIMATES County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Baffin Region		7.1	.0294	1.4	.0173	18,604	.0203	2,398	1,777	10,652	340	392	124	0	0	0	69	.0210	71
Fort Smith Region		25.0	.1038	6.8	.0841	101,062	.1102	11,054	8,634	48,839	1,576	1,539	9,181	1,913	3,526	2,667	106	.1127	109
Inuvik Region		7.0	.0291	1.7	.0211	14,087	.0153	813	2,491	8,114	0	80	684	116	64	282	53	.0239	82
Keewatin Region		3.9	.0162	.8	.0098	12,464	.0136	0	0	10,585	0	29	77	0	0	0	84	.0114	70
Yukon Territory		21.4	.0888	6.7	.0829	102,285	.1116	24,741	6,287	25,509	1,672	1,142	26,006	4,955	0	1,978	126	.1063	120
Province Totals		64.4	.2673	17.4	.2152	248,502	.2710	39,006	19,189	103,699	3,588	3,182	36,072	6,984	3,590	4,927	101	.2753	103

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* Population: 230,000
Households: 85,300
Personal Dis. Income: $1,938,300,000
Retail Sales: $924,000,000
All major indices above national average.

Source: Canadian Markets, '81

Yuk.-N.W.T. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Baffin Region		36,034	.0181	5,075	25,739	11.6	6.9	3.6	10.8	67.1
Fort Smith Region		234,613	.1179	9,385	34,502	5.9	4.8	3.5	13.8	72.0
Inuvik Region		53,205	.0267	7,601	31,297	6.9	6.2	4.4	16.2	66.3
Keewatin Region		16,761	.0084	4,298	20,951	21.1	10.4	5.1	12.0	51.4
Yukon Territory		218,970	.1100	10,232	32,682	3.4	3.0	2.7	9.9	81.0
Province Totals		559,583	.2811	8,689	32,160	6.2	4.7	3.3	12.2	73.6

BRITISH COLUMBIA

B.C. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980										SALES/ ADVERTISING INDEXES		
County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		35.7	.1482	11.8	.1460	130,388	.1422	25,073	7,044	26,194	4,522	5,234	23,970	5,199	3,219	4,294	96	.1470	99
Bulkley-Nechako		36.3	.1507	10.8	.1335	123,601	.1348	32,323	8,160	15,854	4,922	2,554	25,122	8,545	3,951	3,380	89	.1367	91
Capital	535	247.3	1.0265	98.0	1.2119	1,000,531	1.0912	192,260	97,518	237,333	42,120	42,101	158,792	46,916	4,023	32,474	106	1.0990	107
▲Victoria		61.1	.2536	32.2	.3982	649,331	.7082	79,280	65,231	197,600	35,308	33,239	126,860	18,725	837	14,704	279	.4256	168
Cariboo		58.0	.2408	18.0	.2226	247,075	.2695	53,572	23,978	31,280	10,838	4,886	65,581	16,690	2,885	5,872	112	.2373	99
Central Coast		4.2	.0174	1.2	.0149	11,770	.0128	3,723	718	2,349	269	508	153	943	136	393	74	.0135	78
Central Fraser Valley		102.4	.4251	33.5	.4143	318,425	.3473	73,274	16,854	12,991	17,756	19,127	99,225	20,905	2,388	15,916	82	.3406	80
Central Kootenay		51.2	.2125	18.5	.2287	206,061	.2247	55,066	16,672	28,420	7,551	6,560	36,362	11,996	2,964	9,376	106	.2142	101
Central Okanagan	509	86.7	.3599	31.0	.3834	335,822	.3663	79,296	24,346	41,566	18,328	15,978	64,213	18,460	3,072	18,402	102	.3567	99
△Kelowna		57.5	.2387	21.9	.2708	316,528	.3452	71,305	22,977	39,311	18,139	15,812	63,129	15,992	2,992	17,527	145	.2654	111
Columbia-Shuswap		37.1	.1540	12.9	.1595	141,748	.1546	21,392	19,169	23,042	5,967	3,427	27,992	15,527	3,175	3,736	100	.1561	101
Comox-Strathcona		69.3	.2877	23.6	.2919	277,725	.3029	75,855	21,163	32,387	13,966	10,938	48,271	16,974	4,218	12,123	105	.2957	103
Cowichan Valley		54.0	.2241	19.0	.2350	193,027	.2105	60,477	17,174	15,721	8,061	9,011	34,209	13,219	2,407	7,227	94	.2336	104
Dawdney-Alouette		58.3	.2420	18.9	.2337	186,057	.2030	37,013	12,566	26,974	7,953	5,333	54,685	10,531	1,424	8,956	84	.2238	92
East Kootenay		55.2	.2292	18.5	.2288	216,585	.2362	50,060	23,945	20,453	9,381	7,775	45,214	15,073	3,679	7,407	103	.2243	98
Fraser-Cheam		59.9	.2486	21.1	.2609	206,601	.2253	38,922	26,139	25,419	9,701	9,565	40,840	20,733	2,535	9,401	91	.2352	95
Fraser-Fort George	519	87.8	.3645	27.8	.3438	428,814	.4677	68,476	34,983	88,525	12,262	12,889	119,603	25,101	1,114	10,287	128	.4096	112
△Prince George		64.6	.2682	21.7	.2684	395,319	.4312	61,250	30,544	79,055	11,165	12,588	117,988	20,127	884	9,699	161	.3361	125
Greater Vancouver	534	1,136.3	4.7168	427.4	5.2855	5,295,761	5.7758	976,485	650,727	1,131,987	215,819	207,845	1,011,280	241,752	20,424	216,251	122	5.4695	116
New Westminster		34.1	.1416	17.0	.2102	364,502	.3975	28,974	23,843	104,374	12,345	8,286	130,818	8,222	757	8,340	281	.2459	174
North Vancouver		31.1	.1291	15.0	.1855	193,315	.2108	44,947	31,397	16,501	10,520	6,067	44,818	7,905	1,701	9,078	163	.1779	138

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B.C. (cont.)

ESTIMATES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Port Coquitlam		27.1	.1125	8.5	.1051	54,598	.0595	23,691	3,519	2,726	842	2,201	12,867	3,626	585	978	53	.0993	88
▲Vancouver		395.8	1.6430	168.2	2.0801	2,680,143	2.9231	430,347	390,603	519,252	128,631	126,472	618,281	94,485	6,682	117,138	178	2.2482	137
Kitimat-Stikine		**40.3**	**.1673**	**11.6**	**.1434**	**158,352**	**.1733**	**36,021**	**10,741**	**43,337**	**5,470**	**3,577**	**28,183**	**5,447**	**1,591**	**4,497**	**104**	**.1661**	**99**
Kootenay Boundary		**33.9**	**.1407**	**12.1**	**.1497**	**136,820**	**.1492**	**32,153**	**8,136**	**21,801**	**6,169**	**4,787**	**34,908**	**6,594**	**1,368**	**4,767**	**106**	**.1473**	**105**
Mount Waddington		**12.1**	**.0502**	**3.7**	**.0457**	**41,376**	**.0451**	**10,437**	**8,090**	**4,578**	**889**	**300**	**6,877**	**1,240**	**1,189**	**1,727**	**90**	**.0564**	**112**
Nanaimo		**72.1**	**.2993**	**26.8**	**.3314**	**366,770**	**.4000**	**86,153**	**37,006**	**48,613**	**14,782**	**11,524**	**78,099**	**21,155**	**3,150**	**15,042**	**134**	**.3435**	**115**
Nanaimo		43.7	.1814	16.0	.1979	301,910	.3293	66,935	30,830	46,129	12,684	9,553	68,650	14,737	1,161	11,566	182	.2333	129
North Okanagan		**56.9**	**.2362**	**19.4**	**.2400**	**214,574**	**.2341**	**43,517**	**14,882**	**29,324**	**7,265**	**7,591**	**57,587**	**9,211**	**2,793**	**10,930**	**99**	**.2113**	**89**
Okanagan-Similkameen		**61.6**	**.2557**	**23.5**	**.2906**	**261,375**	**.2850**	**62,655**	**32,792**	**21,518**	**12,518**	**8,434**	**51,146**	**17,152**	**5,729**	**12,547**	**111**	**.2640**	**103**
Penticton		24.6	.1021	10.2	.1261	160,652	.1752	33,866	17,945	13,943	8,438	6,539	36,876	9,966	1,213	7,941	2	.1269	124
Peace River-Liard		**50.8**	**.2109**	**15.6**	**.1929**	**222,747**	**.2430**	**37,482**	**22,493**	**33,629**	**5,705**	**7,766**	**60,454**	**13,856**	**1,266**	**6,504**	**5**	**.2238**	**106**
Powell River		**16.9**	**.0701**	**5.8**	**.0717**	**60,054**	**.0655**	**19,600**	**2,083**	**8,765**	**2,560**	**2,346**	**10,259**	**3,677**	**639**	**1,372**	**93**	**.0711**	**101**
Skeena-Queen Charlotte		**26.8**	**.1113**	**8.2**	**.1014**	**106,955**	**.1166**	**27,190**	**12,367**	**17,710**	**6,809**	**3,657**	**13,830**	**3,261**	**334**	**4,000**	**105**	**.1268**	**114**
Squamish-Lillooet		**19.9**	**.0826**	**6.7**	**.0829**	**68,282**	**.0745**	**14,843**	**18,716**	**3,268**	**1,761**	**882**	**13,042**	**4,493**	**956**	**3,143**	**90**	**.0812**	**98**
Stikine		**1.9**	**.0079**	**.6**	**.0074**	**2,869**	**.0031**	**986**	**0**	**849**	**0**	**16**	**36**	**245**	**0**	**138**	**39**	**.0073**	**92**
Sunshine Coast		**13.4**	**.0556**	**5.2**	**.0643**	**41,667**	**.0455**	**14,579**	**3,291**	**4,038**	**1,798**	**892**	**4,506**	**2,347**	**172**	**3,113**	**82**	**.0476**	**86**
Thompson-Nicola ...508		**100.7**	**.4180**	**33.9**	**.4192**	**495,140**	**.5400**	**89,358**	**57,632**	**80,970**	**20,703**	**13,468**	**112,292**	**38,319**	**2,895**	**13,920**	**129**	**.4704**	**113**
△Kamloops		65.5	.2719	23.0	.2844	350,359	.3821	67,254	36,867	37,738	18,006	10,654	100,620	17,491	1,804	10,530	141	.3392	125
Province Totals		**2,687.0**	**11.1538**	**965.1**	**11.9350**	**11,497,472**	**12.5397**	**2,318,201**	**1,229,379**	**2,089,095**	**475,845**	**428,971**	**2,326,731**	**615,561**	**83,696**	**447,195**	**112**	**12.0096**	**108**

B.C.

ESTIMATES

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
						A	B	C	D	E
Alberni-Clayoquot		**297,574**	**.1495**	**8,335**	**25,218**	**5.5**	**2.6**	**1.9**	**16.0**	**74.0**
Bulkley-Nechako		**263,153**	**.1322**	**7,249**	**24,366**	**5.1**	**8.9**	**6.1**	**20.7**	**59.2**
Capital 535		**2,254,979**	**1.1327**	**9,118**	**23,010**	**5.8**	**5.9**	**5.0**	**20.3**	**63.0**
▲Victoria		646,470	.3247	10,581	20,077	7.1	3.3	2.1	23.2	64.3
Cariboo		**430,682**	**.2163**	**7,426**	**23,927**	**6.3**	**8.3**	**6.7**	**16.4**	**62.3**
Central Coast		**24,776**	**.0125**	**5,899**	**20,647**	**13.3**	**10.8**	**8.5**	**22.1**	**45.3**
Central Fraser Valley		**602,743**	**.3027**	**5,886**	**17,992**	**6.2**	**6.0**	**4.2**	**17.8**	**65.8**
Central Kootenay		**415,499**	**.2087**	**8,115**	**22,459**	**10.2**	**13.0**	**7.6**	**19.5**	**49.7**
Central Okanagan ..509		**695,921**	**.3496**	**8,027**	**22,449**	**6.5**	**8.3**	**6.5**	**20.8**	**57.9**
△Kelowna		454,314	.2282	7,901	20,745	7.7	7.8	5.7	25.9	52.9
Columbia-Shuswap		**314,191**	**.1578**	**8,469**	**24,356**	**5.9**	**4.0**	**3.2**	**7.7**	**79.2**
Comox-Strathcona		**586,578**	**.2947**	**8,464**	**24,855**	**6.8**	**6.6**	**3.8**	**26.7**	**56.1**
Cowichan Valley		**500,283**	**.2513**	**9,265**	**26,331**	**5.4**	**7.2**	**6.2**	**13.9**	**67.3**
Dewdney-Alouette		**455,888**	**.2289**	**7,820**	**24,121**	**7.9**	**8.6**	**6.0**	**14.3**	**63.2**
East Kootenay		**428,235**	**.2152**	**7,738**	**23,148**	**4.1**	**4.7**	**4.8**	**14.4**	**72.0**
Fraser-Cheam		**469,320**	**.2357**	**7,835**	**22,243**	**10.6**	**7.9**	**6.5**	**22.4**	**52.6**
Fraser-Fort George ..519		**781,880**	**.3927**	**8,905**	**28,125**	**2.6**	**4.5**	**4.6**	**19.4**	**68.9**
△Prince George		609,592	.3062	9,436	28,092	2.9	3.3	3.1	18.4	72.3
Greater Vancouver ..534		**11,122,335**	**5.5869**	**9,788**	**26,023**	**5.0**	**4.5**	**3.7**	**21.0**	**65.8**
New Westminster		391,366	.1966	11,477	23,022	7.9	5.8	3.8	15.5	67.0
North Vancouver		353,566	.1776	11,369	23,571	6.0	5.7	4.5	28.6	55.2
Port Coquitlam		234,552	.1178	8,655	27,594	3.3	4.6	5.3	30.5	56.3
▲Vancouver		4,151,632	2.0854	10,489	24,683	6.7	5.2	3.9	19.4	64.8
Kitimat-Stikine		**321,482**	**.1615**	**7,977**	**27,714**	**2.3**	**5.3**	**3.3**	**14.2**	**74.9**
Kootenay Boundary		**295,939**	**.1486**	**8,730**	**24,458**	**6.3**	**4.5**	**3.7**	**9.7**	**75.8**
Mount Waddington		**130,733**	**.0657**	**10,804**	**35,333**	**2.4**	**4.9**	**7.6**	**17.3**	**67.8**
Nanaimo		**651,359**	**.3272**	**9,034**	**24,304**	**6.5**	**9.0**	**6.6**	**26.5**	**51.4**
Nanaimo		391,017	.1964	8,948	24,439	5.0	7.4	4.0	22.8	60.8
North Okanagan		**373,959**	**.1878**	**6,572**	**19,276**	**6.9**	**8.5**	**5.9**	**23.3**	**55.4**
Okanagan-Similkameen		**507,167**	**.2548**	**8,233**	**21,582**	**8.7**	**9.3**	**5.3**	**21.9**	**54.8**
Penticton		214,688	.1078	8,727	21,048	9.5	6.4	5.6	21.4	57.1
Peace River-Liard		**432,816**	**.2174**	**8,520**	**27,745**	**4.7**	**6.5**	**3.7**	**26.5**	**58.6**
Powell River		**149,278**	**.0750**	**8,833**	**25,738**	**12.7**	**7.3**	**7.1**	**14.5**	**58.4**
Skeena-Queen Charlotte		**276,824**	**.1390**	**10,329**	**33,759**	**1.1**	**2.4**	**4.5**	**8.5**	**83.5**
Squamish-Lillooet		**168,416**	**.0846**	**8,463**	**25,137**	**2.9**	**7.1**	**14.3**	**13.3**	**62.4**
Stikine		**19,163**	**.0096**	**10,086**	**31,938**	**2.0**	**.0**	**.2**	**9.0**	**88.8**
Sunshine Coast		**90,731**	**.0456**	**6,771**	**17,448**	**11.3**	**11.2**	**5.3**	**25.2**	**47.0**
Thompson-Nicola ...508		**894,892**	**.4495**	**8,887**	**26,398**	**6.2**	**5.0**	**5.1**	**23.2**	**60.5**
△Kamloops		677,449	.3403	10,343	29,454	3.3	3.1	3.6	24.2	65.8
Province Totals		**23,956,796**	**12.0337**	**8,916**	**24,823**	**5.7**	**5.8**	**4.6**	**20.1**	**63.8**

ALBERTA

Alta.

ESTIMATES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		**39.1**	**.2453**	**19.8**	**.2449**	**258,660**	**.2821**	**53,078**	**23,442**	**36,440**	**17,040**	**12,384**	**55,538**	**15,260**	**2,936**	**6,480**	**115**	**.2594**	**106**
Medicine Hat		42.8	.1777	15.7	.1942	228,352	.2491	45,081	20,708	34,810	15,884	11,880	50,576	10,552	1,871	6,010	140	.1979	111
Division 2		**108.2**	**.4492**	**35.5**	**.4390**	**517,965**	**.5649**	**92,935**	**38,350**	**97,301**	**29,856**	**22,358**	**126,756**	**21,508**	**3,237**	**13,137**	**126**	**.4821**	**107**
Lethbridge		52.9	.2196	19.5	.2411	367,879	.4012	65,599	27,028	79,325	25,666	18,778	71,243	12,329	2,077	10,286	183	.2936	134
Division 3		**36.3**	**.1506**	**10.4**	**.1286**	**94,407**	**.1030**	**16,762**	**9,630**	**14,099**	**4,684**	**4,520**	**22,258**	**5,629**	**2,224**	**3,087**	**68**	**.1175**	**78**
Division 4		**12.2**	**.0507**	**4.0**	**.0495**	**47,427**	**.0517**	**6,563**	**2,610**	**8,076**	**2,001**	**949**	**15,568**	**2,626**	**906**	**1,450**	**102**	**.0605**	**119**
Division 5		**38.6**	**.1602**	**11.8**	**.1459**	**103,796**	**.1132**	**17,014**	**8,915**	**19,203**	**4,351**	**2,130**	**25,922**	**7,273**	**2,735**	**4,377**	**71**	**.1358**	**85**
Division 6 502		**618.4**	**2.5670**	**215.3**	**2.6625**	**3,429,619**	**3.7405**	**622,726**	**286,001**	**689,208**	**196,885**	**144,256**	**798,441**	**176,625**	**10,130**	**69,295**	**146**	**3.1433**	**122**
▲Calgary		551.6	2.2897	195.9	2.4226	3,255,878	3.5510	592,559	268,543	661,090	182,074	140,435	752,224	160,294	4,956	67,042	155	2.8923	126
Division 7		**39.6**	**.1644**	**13.1**	**.1621**	**127,908**	**.1395**	**18,444**	**11,627**	**20,267**	**6,992**	**3,808**	**33,564**	**7,050**	**4,250**	**4,098**	**85**	**.1568**	**95**
Division 8		**126.3**	**.5243**	**40.6**	**.5020**	**569,849**	**.6215**	**77,830**	**38,684**	**94,590**	**22,380**	**14,987**	**172,565**	**34,205**	**7,627**	**15,581**	**119**	**.5542**	**106**
Red Deer		45.1	.1872	15.7	.1942	314,782	.3433	35,905	18,909	55,954	12,488	7,889	115,590	6,821	3,343	10,231	183	.2543	136
Division 9		**19.2**	**.0797**	**6.5**	**.0804**	**94,510**	**.1031**	**23,269**	**19,365**	**8,626**	**4,810**	**1,539**	**11,688**	**8,265**	**760**	**3,520**	**129**	**.0835**	**105**
Division 10		**78.3**	**.3250**	**26.1**	**.3228**	**274,060**	**.2989**	**42,415**	**22,021**	**47,099**	**15,029**	**7,950**	**73,135**	**15,595**	**4,890**	**7,780**	**92**	**.3103**	**95**
Division 11 504		**711.3**	**2.9526**	**244.1**	**3.0187**	**3,626,298**	**3.9550**	**616,177**	**251,190**	**767,011**	**169,087**	**129,005**	**877,887**	**163,464**	**19,749**	**118,525**	**134**	**3.4105**	**116**
▲Edmonton		481.2	1.9975	179.6	2.2210	2,788,362	3.0411	566,487	250,383	755,562	163,874	123,457	161,849	136,715	12,861	113,616	152	2.5296	127
St. Albert		43.0	.1785	12.4	.1533	30,873	.0337	5,605	780	937	1,188	1,035	8,241	2,351	168	1,574	19	.1452	81
Division 12		**88.1**	**.3657**	**25.1**	**.3104**	**240,944**	**.2628**	**47,605**	**13,280**	**52,460**	**7,834**	**6,349**	**59,128**	**11,866**	**4,390**	**8,136**	**72**	**.3150**	**86**
Division 13		**52.9**	**.2196**	**17.0**	**.2102**	**177,298**	**.1934**	**34,860**	**15,735**	**27,961**	**7,893**	**2,408**	**46,467**	**9,953**	**3,601**	**5,417**	**88**	**.2147**	**98**
Division 14		**22.0**	**.0913**	**7.1**	**.0878**	**92,165**	**.1005**	**19,483**	**17,026**	**12,713**	**3,361**	**1,792**	**16,307**	**6,601**	**1,939**	**3,723**	**110**	**.0867**	**95**
Division 15		**125.4**	**.5206**	**36.9**	**.4563**	**448,145**	**.4888**	**68,329**	**44,457**	**104,394**	**17,681**	**9,680**	**101,751**	**28,645**	**4,614**	**10,701**	**94**	**.5098**	**98**
Province Totals		**2,135.9**	**8.8662**	**713.3**	**8.8211**	**10,103,051**	**11.0189**	**1,757,490**	**802,333**	**1,999,448**	**509,884**	**364,135**	**2,436,975**	**514,565**	**73,988**	**275,307**	**124**	**9.8401**	**111**

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Alta. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over					$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		500,269	.2513	8,465	25,266	3.0	6.2	5.1	24.9	60.8	Red Deer		453,197	.2276	10,049	28,866	3.1	5.0	5.5	28.1	58.3
Medicine Hat		348,829	.1752	8,150	22,218	3.0	6.4	5.1	23.0	62.5	Division 9		146,097	.0734	7,609	22,476	6.0	8.1	3.5	12.1	70.3
Division 2		887,221	.4456	8,200	24,992	5.2	7.1	7.0	24.5	56.2	Division 10		619,539	.3112	7,912	23,737	8.5	7.7	6.2	24.6	53.0
Lethbridge		514,841	.2586	9,732	26,402	4.6	6.4	6.3	26.2	56.5	Division 11	504	6,503,935	3.2669	9,144	26,645	3.6	5.6	5.3	22.4	63.1
Division 3		224,739	.1129	6,191	21,610	4.4	7.7	5.5	40.4	42.0	▲Edmonton		4,848,663	2.4355	10,076	26,997	3.4	5.6	5.2	22.0	63.8
Division 4		138,581	.0696	11,359	34,645	3.8	8.7	5.1	12.0	70.4	St. Albert		395,793	.1988	9,204	31,919	1.0	3.4	4.1	26.7	64.8
Division 5		277,857	.1396	7,198	23,547	5.6	10.1	9.0	20.8	54.5	Division 12		648,603	.3258	7,362	25,841	6.3	10.7	12.1	13.4	57.5
Division 6	502	6,003,741	3.0157	9,709	27,885	4.6	6.8	6.1	26.8	55.7	Division 13		449,213	.2257	8,492	26,424	5.7	4.6	6.0	14.5	69.2
▲Calgary		5,451,104	2.7381	9,882	27,826	4.1	6.6	6.1	27.3	55.9	Division 14		152,960	.0768	6,953	21,544	3.7	4.1	3.7	4.5	84.0
Division 7		326,511	.1641	8,245	24,925	5.6	8.3	6.9	25.7	53.5	Division 15		1,031,252	.5180	8,224	27,947	4.0	4.9	5.0	14.1	72.0
Division 8		1,046,608	.5257	8,287	25,779	5.1	6.2	5.6	24.0	59.1	Province Totals		18,957,126	9.5223	8,873	26,577	4.5	6.4	6.0	23.1	60.0

SASKATCHEWAN

Sask. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eatng & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		33.3	.1383	11.6	.1434	108,689	.1185	16,902	8,769	23,308	2,735	4,694	29,574	6,339	1,758	3,718	86	.1365	99
Division 2		27.0	.1121	9.5	.1175	86,147	.0939	15,627	5,228	17,446	2,856	5,506	25,801	4,595	650	1,814	84	.1142	102
Division 3		20.5	.0850	7.2	.0890	69,397	.0757	10,940	4,425	13,178	1,896	1,921	21,633	3,814	1,517	2,919	89	.0956	112
Division 4		14.6	.0607	4.8	.0594	54,487	.0595	8,236	4,465	11,892	2,079	1,991	13,591	3,937	448	2,003	98	.0652	107
Division 5		42.1	.1747	14.6	.1806	126,022	.1374	35,110	10,475	18,214	3,544	3,784	24,733	8,901	2,648	4,827	79	.1505	86
Division 6	521	200.9	.8340	69.5	.8594	881,206	.9611	174,988	72,072	156,802	34,331	40,847	221,984	49,110	5,883	25,523	115	.8437	101
▲Regina		163.7	.6795	57.7	.7136	788,421	.8599	151,219	58,655	147,199	32,145	39,716	198,883	37,624	4,257	22,957	127	.7139	105
Division 7		51.9	.2154	18.3	.2263	241,103	.2630	63,578	13,550	44,027	7,688	10,386	47,188	11,290	3,450	4,358	122	.2278	106
Moose Jaw		33.6	.1395	13.1	.1620	176,378	.1924	29,977	9,540	34,335	7,064	5,857	42,565	6,031	2,168	3,437	138	.1628	117
Division 8		34.2	.1420	11.8	.1460	136,111	.1484	19,340	10,832	19,562	4,679	6,438	51,031	9,318	1,075	3,752	105	.1495	105
Division 9		47.0	.1951	16.4	.2028	156,229	.1704	27,566	12,966	31,653	8,009	7,345	41,270	9,534	1,754	3,313	87	.1775	91
Division 10		28.0	.1162	9.3	.1150	59,903	.0653	9,066	6,748	13,362	1,985	1,449	14,280	5,527	999	2,564	56	.0843	73
Division 11	526	178.8	.7422	62.4	.7717	785,113	.8563	136,576	60,739	151,915	44,869	34,393	192,451	42,975	3,383	29,697	115	.7470	101
▲Saskatoon		140.6	.5836	51.4	.6356	700,438	.7639	118,222	51,270	139,564	42,154	34,038	167,244	33,980	1,400	27,566	131	.6183	106
Division 12		26.1	.1083	8.7	.1076	79,661	.0869	18,100	7,598	13,435	2,524	3,518	16,404	5,683	949	1,859	80	.1144	106
Division 13		28.3	.1175	9.2	.1137	107,163	.1169	19,798	8,726	19,916	4,386	3,536	33,595	5,101	909	3,166	99	.1379	117
Division 14		50.4	.2092	16.6	.2053	157,841	.1721	24,656	9,300	33,144	7,834	5,812	52,467	7,886	1,132	4,963	82	.1716	82
Division 15		82.1	.3408	26.0	.3215	287,667	.3138	53,808	17,589	48,419	9,788	11,547	91,017	14,597	2,537	8,190	92	.3028	89
Prince Albert		30.4	.1262	10.8	.1336	157,711	.1720	31,521	8,053	24,359	7,853	10,036	45,333	7,074	273	4,576	136	.1341	106
Division 16		44.3	.1839	14.0	.1732	141,408	.1542	22,760	10,201	29,024	4,427	7,938	40,284	9,620	881	2,911	84	.1484	81
Division 17		38.9	.1615	11.6	.1434	102,648	.1119	18,164	4,702	28,115	3,935	3,302	24,938	6,635	556	2,977	69	.1316	81
Division 18		27.5	.1141	6.1	.0755	56,609	.0618	12,149	5,547	20,602	454	210	8,513	2,313	223	1,224	54	.0643	56
Province Totals		975.9	4.0510	327.6	4.0513	3,637,404	3.9671	687,364	273,932	694,014	148,019	154,617	950,734	207,175	30,752	109,778	98	3.8628	95

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Sask. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		291,585	.1465	8,756	25,137	5.5	7.2	6.8	28.6	51.9
Division 2		253,455	.1273	9,387	26,679	5.5	9.7	7.4	35.8	41.6
Division 3		222,406	.1117	10,849	30,890	9.7	12.2	8.9	26.9	42.3
Division 4		140,238	.0705	9,605	29,216	4.9	4.7	4.9	28.2	57.3
Division 5		296,464	.1489	7,042	20,306	6.4	10.8	7.5	17.6	57.7
Division 6	521	1,546,799	.7770	7,699	22,256	4.9	6.1	6.5	28.1	54.4
▲Regina		1,274,082	.6400	7,783	22,081	4.5	5.8	6.1	26.8	56.8
Division 7		421,470	.2117	8,121	23,031	6.6	7.9	6.9	25.6	53.0
Moose Jaw		307,296	.1544	9,146	23,458	4.5	6.4	5.6	24.0	59.5
Division 8		304,560	.1530	8,906	25,812	4.4	9.3	8.0	28.5	49.8
Division 9		348,065	.1748	7,406	21,225	8.8	11.8	11.2	29.9	38.3
Division 10		164,994	.0829	5,893	17,741	12.1	9.2	11.0	34.4	33.3
Division 11	526	1,360,293	.6833	7,608	21,800	5.3	7.9	6.7	27.7	52.4
▲Saskatoon		1,084,388	.5447	7,713	21,097	4.6	7.4	6.6	27.8	53.6
Division 12		265,477	.1333	10,172	30,515	8.9	7.6	5.5	17.7	60.3
Division 13		315,833	.1587	11,160	34,330	3.7	5.7	5.3	13.8	71.5
Division 14		311,163	.1563	6,174	18,745	5.0	7.6	7.8	15.0	64.6
Division 15		559,391	.2810	6,814	21,515	6.9	9.6	9.3	19.0	55.2
Prince Albert		228,075	.1146	7,502	21,118	6.5	7.7	6.8	18.0	61.0
Division 16		260,580	.1309	5,882	18,613	8.3	9.4	9.9	29.8	42.6
Division 17		261,727	.1314	6,728	22,563	7.3	9.6	10.3	31.6	41.2
Division 18		90,697	.0456	3,298	14,868	4.2	2.7	1.9	6.1	85.1
Province Totals		7,415,237	3.7248	7,598	22,635	6.1	8.1	7.5	25.6	52.7

MANITOBA

Man. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		15.6	.0648	5.2	.0643	31,896	.0348	7,543	6,023	7,143	140	388	4,539	2,313	505	1,178	54	.0478	74
Division 2		38.7	.1606	10.9	.1348	102,617	.1119	14,144	8,071	11,831	3,645	2,967	45,251	4,213	1,292	3,121	70	.1287	80
Division 3		35.8	.1486	11.1	.1372	104,517	.1140	19,673	5,570	20,193	4,901	3,339	32,154	4,606	2,330	4,079	77	.1263	85
Division 4		11.5	.0478	3.9	.0483	16,621	.0181	5,126	1,461	2,142	519	1,068	3,426	883	310	640	38	.0338	71
Division 5		18.1	.0751	6.0	.0742	44,256	.0483	8,673	2,053	4,728	2,084	2,154	14,888	1,570	811	2,140	64	.0631	84
Division 6		9.9	.0411	3.2	.0395	25,320	.0276	6,783	2,524	3,980	1,311	943	4,907	1,681	335	1,074	67	.0371	90
Division 7		52.2	.2167	18.0	.2226	243,560	.2656	43,932	21,162	53,835	11,860	8,223	59,494	11,330	2,730	5,695	123	.2389	110
Brandon		34.8	.1445	13.0	.1608	179,452	.1957	30,518	12,198	39,996	10,465	6,112	47,808	4,943	1,103	5,217	135	.1647	114
Division 8		14.9	.0618	4.6	.0569	23,088	.0252	4,716	2,858	4,469	524	843	5,884	1,497	334	312	41	.0381	62
Division 9		22.3	.0926	7.0	.0866	77,114	.0841	16,606	10,063	10,790	3,641	2,451	17,839	3,897	693	2,224	91	.0894	97
Division 10		7.2	.0299	1.8	.0222	9,127	.0100	1,037	1,431	2,022	0	227	2,574	577	84	233	33	.0208	70
Division 11	537	571.8	2.3736	211.6	2.6168	2,224,499	2.4261	537,410	214,429	478,775	86,815	59,281	398,165	89,847	5,339	63,152	102	2.3799	100
▲Winnipeg		571.8	2.3736	211.6	2.6168	2,224,499	2.4261	537,410	214,429	478,775	86,815	59,281	398,165	89,847	5,339	63,152	102	2.3799	100
Division 12		15.3	.0635	4.9	.0606	31,512	.0344	7,397	7,583	949	527	1,544	6,270	1,413	578	1,923	54	.0426	67
Division 13		31.0	.1287	9.6	.1187	70,422	.0768	24,011	3,444	3,704	4,319	2,932	11,312	4,957	1,354	5,453	60	.1013	79
Division 14		13.7	.0568	4.0	.0495	23,537	.0257	9,127	2,287	3,086	138	402	725	2,104	906	3,672	45	.0513	90
Division 15		25.9	.1075	9.2	.1138	76,494	.0834	14,545	4,774	15,049	3,994	1,512	21,178	4,546	2,148	4,127	78	.0834	78
Division 16		10.9	.0453	3.8	.0470	17,805	.0194	4,628	1,187	3,321	941	662	3,939	831	250	579	43	.0319	70
Division 17		28.3	.1175	9.9	.1224	86,801	.0947	18,047	5,571	19,578	3,400	2,870	22,573	4,713	566	1,941	81	.0910	77
Division 18		18.5	.0767	6.1	.0754	38,387	.0419	9,240	2,804	9,559	641	888	6,975	2,357	1,937	1,644	55	.0629	82
Division 19		14.3	.0594	2.8	.0347	17,658	.0192	3,620	2,240	6,080	255	270	2,689	794	368	276	32	.0294	49
Division 20		12.3	.0511	4.2	.0519	32,903	.0359	5,161	2,327	11,286	1,292	693	6,354	2,171	484	1,262	70	.0383	75
Division 21		21.8	.0905	6.5	.0804	85,499	.0932	15,378	6,195	23,066	5,174	2,921	13,731	2,885	1,048	3,392	103	.1002	111
Division 22		27.7	.1149	6.4	.0791	73,674	.0804	18,654	6,850	18,010	1,607	1,113	11,716	3,227	383	2,765	70	.1023	89
Division 23		10.3	.0428	2.5	.0309	21,429	.0234	3,455	2,606	11,357	341	234	1,624	386	80	321	55	.0383	89
Province Totals		1,028.0	4.2673	353.2	4.3678	3,478,736	3.7941	798,906	323,513	724,973	138,169	97,925	698,207	152,798	24,865	111,206	89	3.9768	93

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69% Monday to Friday
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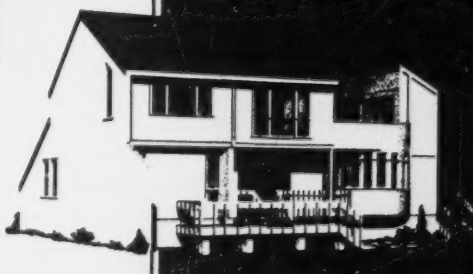

Total ABC Circulation
187,867 Mon-Fri
237-055 Saturday

Man. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		**97,685**	**.0490**	**6,262**	**18,786**	**6.6**	**3.4**	**2.4**	**18.2**	**69.4**
Division 2		**250,789**	**.1260**	**6,480**	**23,008**	**7.9**	**7.8**	**7.5**	**22.3**	**54.5**
Division 3		**248,081**	**.1246**	**6,930**	**22,350**	**11.7**	**6.3**	**10.9**	**19.1**	**52.0**
Division 4		**75,158**	**.0378**	**6,535**	**19,271**	**8.3**	**9.9**	**11.1**	**10.8**	**59.9**
Division 5		**133,699**	**.0671**	**7,387**	**22,283**	**12.4**	**15.7**	**16.9**	**9.9**	**45.1**
Division 6		**81,783**	**.0411**	**8,261**	**25,557**	**5.0**	**13.7**	**11.3**	**35.5**	**34.5**
Division 7		**461,291**	**.2317**	**8,837**	**25,627**	**6.8**	**12.4**	**16.0**	**19.7**	**45.1**
Brandon		306,780	.1541	8,816	23,598	5.8	11.5	14.3	19.4	49.0
Division 8		**72,624**	**.0365**	**4,874**	**15,788**	**38.5**	**8.5**	**10.7**	**19.0**	**23.3**
Division 9		**181,962**	**.0914**	**8,160**	**25,995**	**5.5**	**8.3**	**10.9**	**33.5**	**41.8**
Division 10		**46,928**	**.0236**	**6,518**	**26,071**	**4.8**	**5.1**	**2.8**	**36.5**	**50.8**
Division 11	**537**	**4,687,547**	**2.3546**	**8,198**	**22,153**	**6.0**	**7.0**	**6.1**	**35.9**	**45.0**
▲Winnipeg		4,687,547	2.3546	8,198	22,153	6.0	7.0	6.1	35.9	45.0
Division 12		**78,232**	**.0393**	**5,113**	**15,966**	**11.2**	**5.0**	**6.2**	**30.0**	**47.6**
Division 13		**209,152**	**.1050**	**6,747**	**21,787**	**8.0**	**6.8**	**4.3**	**42.9**	**38.0**
Division 14		**128,473**	**.0646**	**9,378**	**32,118**	**8.9**	**9.7**	**8.2**	**17.4**	**55.8**
Division 15		**146,194**	**.0734**	**5,645**	**15,891**	**14.6**	**14.2**	**9.8**	**30.3**	**31.1**
Division 16		**68,128**	**.0342**	**6,250**	**17,928**	**19.8**	**19.2**	**15.3**	**15.0**	**30.7**
Division 17		**155,639**	**.0782**	**5,500**	**15,721**	**4.8**	**27.2**	**11.2**	**32.3**	**24.5**
Division 18		**139,522**	**.0701**	**7,542**	**22,872**	**10.9**	**6.1**	**6.7**	**30.7**	**45.6**
Division 19		**46,674**	**.0234**	**3,264**	**16,669**	**5.4**	**10.1**	**3.1**	**10.1**	**71.3**
Division 20		**68,843**	**.0346**	**5,597**	**16,391**	**10.5**	**21.1**	**10.7**	**22.8**	**34.9**
Division 21		**215,395**	**.1082**	**9,881**	**33,138**	**2.4**	**4.9**	**5.0**	**9.3**	**78.4**
Division 22		**219,915**	**.1105**	**7,939**	**34,362**	**1.0**	**1.6**	**1.9**	**7.9**	**87.6**
Division 23		**90,820**	**.0456**	**8,817**	**36,328**	**2.2**	**5.6**	**5.0**	**16.4**	**70.8**
Province Totals		**7,904,534**	**3.9705**	**7,689**	**22,380**	**7.3**	**8.4**	**7.4**	**30.7**	**46.2**

ONTARIO

Ont. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Algoma Terr. Dist.	**527**	**136.3**	**.5658**	**42.9**	**.5306**	**474,098**	**.5171**	**125,005**	**42,780**	**75,916**	**21,640**	**15,986**	**61,027**	**34,828**	**3,530**	**12,942**	**91**	**.5368**	**95**
△Sault Ste. Marie		80.8	.3354	26.9	.3327	345,698	.3770	90,211	25,723	58,273	17,849	13,199	50,007	19,042	1,993	9,027	112	.3660	109
Brant	**501**	**104.8**	**.4350**	**36.4**	**.4501**	**338,997**	**.3697**	**85,277**	**24,933**	**44,144**	**20,996**	**18,573**	**60,443**	**22,845**	**1,693**	**8,598**	**85**	**.4293**	**99**
△Brantford		71.5	.2968	26.5	.3277	252,067	.2749	71,165	18,806	26,454	17,841	11,985	48,794	13,525	1,163	6,313	93	.3079	104
Bruce		**65.4**	**.2715**	**21.3**	**.2634**	**227,924**	**.2486**	**56,024**	**20,784**	**17,729**	**10,092**	**10,189**	**41,463**	**20,210**	**4,857**	**8,687**	**92**	**.2676**	**99**
Cochrane Terr. Dist.		**96.2**	**.3993**	**30.0**	**.3710**	**306,553**	**.3343**	**82,273**	**25,234**	**40,598**	**17,923**	**11,670**	**52,177**	**19,305**	**3,937**	**8,944**	**84**	**.3369**	**84**
Timmins		45.6	.1893	15.5	.1917	141,543	.1544	44,102	11,866	15,319	10,338	6,439	20,967	6,608	1,489	4,158	82	.1559	82
Dufferin		**32.4**	**.1345**	**9.8**	**.1212**	**89,192**	**.0973**	**25,771**	**6,652**	**5,535**	**4,454**	**3,357**	**18,654**	**9,011**	**873**	**3,015**	**72**	**.1082**	**80**
Dundas		**19.9**	**.0826**	**6.4**	**.0792**	**50,602**	**.0552**	**10,840**	**4,358**	**3,225**	**1,412**	**1,293**	**14,894**	**7,751**	**289**	**1,047**	**67**	**.0730**	**88**
Durham Reg. Mun.	**516**	**294.1**	**1.2208**	**92.7**	**1.1463**	**1,129,576**	**1.2319**	**269,321**	**81,093**	**185,295**	**40,318**	**27,426**	**199,866**	**85,821**	**18,398**	**29,937**	**101**	**1.3593**	**111**
Ajax		26.3	.1092	8.3	.1026	81,843	.0893	28,504	5,484	10,750	3,352	2,633	12,168	4,834	449	2,594	82	.1171	107
Newcastle		39.4	.1636	11.6	.1435	106,385	.1160	30,449	11,731	5,976	2,946	3,532	24,044	9,338	611	3,247	71	.1489	91
△Oshawa		126.3	.5243	41.6	.5145	558,372	.6090	132,602	37,107	119,974	27,851	15,554	93,553	23,012	10,506	13,550	116	.5673	108
Pickering		31.3	.1299	9.1	.1125	41,862	.0457	13,864	5,187	1,702	574	1,541	5,460	2,019	103	2,221	35	.1167	90
Whitby		32.3	.1341	10.3	.1274	209,233	.2282	48,292	11,365	40,401	4,249	3,010	50,657	21,525	1,942	4,711	170	.1701	127
Elgin		**70.6**	**.2931**	**23.5**	**.2907**	**222,054**	**.2422**	**52,699**	**16,822**	**16,312**	**9,822**	**8,244**	**59,779**	**21,197**	**1,672**	**5,168**	**83**	**.2754**	**94**
St. Thomas		28.2	.1171	10.5	.1298	124,499	.1358	31,308	8,408	11,353	7,081	4,480	31,250	6,759	712	3,378	116	.1307	112
Essex	**536**	**319.6**	**1.3267**	**110.1**	**1.3615**	**1,190,683**	**1.2986**	**286,293**	**115,383**	**165,804**	**66,554**	**57,044**	**215,316**	**76,726**	**6,341**	**40,411**	**98**	**1.3561**	**102**
▲Windsor		194.4	.8070	73.3	.9065	911,028	.9936	218,676	92,154	150,917	56,875	44,478	149,183	54,592	2,865	29,787	123	.9265	115
Frontenac	**510**	**114.4**	**.4749**	**39.9**	**.4934**	**480,586**	**.5242**	**113,754**	**32,691**	**75,312**	**26,128**	**18,820**	**82,066**	**41,204**	**1,513**	**15,311**	**110**	**.5104**	**107**
△Kingston		54.2	.2250	22.9	.2832	321,779	.3509	79,586	29,975	39,994	24,798	14,662	48,921	20,806	1,204	11,571	156	.3027	135
Glengarry		**20.8**	**.0863**	**6.5**	**.0804**	**50,038**	**.0546**	**11,593**	**5,963**	**2,449**	**2,228**	**1,070**	**12,402**	**5,372**	**664**	**948**	**63**	**.0726**	**84**
Grenville		**28.3**	**.1175**	**9.3**	**.1150**	**72,543**	**.0791**	**18,350**	**6,583**	**6,764**	**2,867**	**3,886**	**13,402**	**8,061**	**870**	**2,104**	**67**	**.0897**	**76**
Grey		**75.9**	**.3150**	**26.1**	**.3228**	**282,415**	**.3080**	**66,206**	**18,909**	**33,731**	**14,225**	**13,758**	**59,206**	**24,109**	**4,466**	**10,339**	**98**	**.2950**	**94**

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Ont. (cont.) ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980										SALES/ ADVERTISING INDEXES		
County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Haldimand-Norfolk Reg. Mun.		**89.2**	**.3703**	**29.4**	**.3636**	**323,554**	**.3529**	**80,178**	**24,309**	**21,933**	**14,832**	**13,309**	**85,633**	**23,134**	**3,954**	**9,327**	**95**	**.3563**	**96**
Haliburton		**11.6**	**.0482**	**4.1**	**.0507**	**49,715**	**.0542**	**11,333**	**615**	**7,715**	**1,459**	**1,396**	**5,553**	**6,194**	**221**	**2,293**	**112**	**.0503**	**104**
Halton Reg. Mun.	532	**247.1**	**1.0257**	**79.7**	**.9856**	**987,984**	**1.0776**	**241,545**	**78,943**	**95,656**	**49,068**	**31,239**	**237,636**	**75,217**	**5,482**	**42,978**	**105**	**1.2361**	**121**
Burlington		113.0	.4691	37.6	.4650	465,835	.5081	120,259	31,972	62,855	25,547	11,999	102,017	33,790	2,045	19,265	108	.5685	121
Halton Hills		34.3	.1424	10.4	.1286	112,747	.1230	26,355	13,351	7,185	5,279	4,936	30,167	5,176	866	4,816	86	.1586	111
Milton		27.2	.1129	8.2	.1014	64,464	.0703	14,521	6,578	1,451	3,098	1,004	20,669	6,112	194	2,554	62	.1179	104
Oakville		72.6	.3014	23.5	.2906	344,938	.3762	80,410	27,042	24,165	15,144	13,300	84,783	30,139	2,377	16,343	125	.3910	130
Hamilton-Wentworth Reg. Mun.	507	**407.6**	**1.6919**	**146.6**	**1.8129**	**1,528,233**	**1.6667**	**402,929**	**123,113**	**258,294**	**69,062**	**63,069**	**225,922**	**105,332**	**8,063**	**50,426**	**99**	**1.6974**	**100**
▲Hamilton		309.5	1.2847	116.5	1.4407	1,315,085	1.4343	310,667	106,158	242,595	63,173	58,085	211,996	86,836	6,084	40,155	112	1.3419	104
Stoney Creek		32.0	.1328	10.4	.1286	71,237	.0777	27,845	11,279	1,359	1,270	1,119	13,152	5,569	185	2,020	59	.1137	86
Hastings		**108.1**	**.4488**	**36.8**	**.4551**	**422,250**	**.4606**	**96,838**	**29,199**	**48,790**	**19,154**	**14,522**	**100,544**	**31,933**	**2,541**	**12,946**	**103**	**.4404**	**98**
Belleville		35.4	.1469	13.8	.1707	198,278	.2163	44,000	14,356	20,560	11,718	9,748	47,308	9,378	1,094	6,882	147	.1736	118
Huron		**56.9**	**.2362**	**18.7**	**.2313**	**261,603**	**.2853**	**56,267**	**16,470**	**25,921**	**10,450**	**10,126**	**77,743**	**14,999**	**3,537**	**6,465**	**121**	**.2577**	**109**
Kenora Terr. Dist.		**58.0**	**.2407**	**17.0**	**.2102**	**201,125**	**.2193**	**41,405**	**13,470**	**32,534**	**6,619**	**4,324**	**25,616**	**17,217**	**1,712**	**4,154**	**91**	**.2296**	**95**
Kent		**110.0**	**.4566**	**36.9**	**.4563**	**406,687**	**.4436**	**95,417**	**31,440**	**45,555**	**20,806**	**20,933**	**81,881**	**35,384**	**2,559**	**20,708**	**97**	**.4543**	**99**
Chatham		41.4	.1719	15.5	.1917	214,415	.2339	48,609	20,554	35,927	13,902	11,030	36,792	11,652	817	11,021	136	.2017	117
Lambton	525	**126.0**	**.5231**	**42.2**	**.5219**	**401,616**	**.4380**	**95,336**	**33,728**	**57,395**	**20,101**	**14,998**	**77,939**	**27,262**	**2,414**	**12,156**	**84**	**.5169**	**99**
△Sarnia		52.4	.2175	19.9	.2461	216,456	.2361	51,895	14,611	30,385	12,920	11,136	51,378	10,447	837	4,956	109	.2504	115
Lanark		**47.4**	**.1967**	**16.1**	**.1991**	**143,088**	**.1561**	**31,056**	**9,144**	**13,827**	**6,929**	**4,328**	**35,913**	**13,808**	**1,963**	**4,680**	**79**	**.1613**	**82**
Leeds		**54.6**	**.2267**	**18.6**	**.2300**	**175,898**	**.1918**	**37,214**	**16,773**	**18,568**	**6,518**	**6,418**	**33,237**	**18,887**	**1,906**	**6,341**	**85**	**.2040**	**90**
Lennox & Addington		**35.7**	**.1482**	**11.1**	**.1373**	**86,788**	**.0947**	**21,931**	**6,883**	**8,337**	**3,631**	**2,609**	**16,033**	**12,484**	**882**	**2,920**	**64**	**.1273**	**80**
Manitoulin Terr. Dist.		**12.1**	**.0502**	**3.7**	**.0458**	**39,225**	**.0427**	**5,820**	**1,556**	**8,763**	**427**	**1,064**	**7,660**	**3,896**	**877**	**1,668**	**85**	**.0380**	**76**
Middlesex	512	**318.6**	**1.3225**	**114.3**	**1.4135**	**1,369,457**	**1.4936**	**329,690**	**127,410**	**213,136**	**69,363**	**47,434**	**235,717**	**94,811**	**5,823**	**31,773**	**113**	**1.4860**	**112**
▲London		252.5	1.0481	95.5	1.1810	1,175,791	1.2824	283,106	117,745	191,705	65,071	40,508	193,000	75,482	3,534	23,941	122	1.2422	119
Muskoka Dist. Mun.		**39.7**	**.1648**	**13.8**	**.1706**	**207,153**	**.2260**	**56,193**	**20,210**	**17,479**	**8,098**	**5,792**	**31,576**	**22,655**	**2,327**	**7,197**	**137**	**.1803**	**109**
Niagara Reg. Mun.	522	**376.2**	**1.5616**	**129.0**	**1.5953**	**1,300,635**	**1.4185**	**328,081**	**134,446**	**155,880**	**70,465**	**48,595**	**231,081**	**90,421**	**6,210**	**39,422**	**91**	**1.5413**	**99**
Fort Erie		24.1	.1000	8.5	.1051	75,725	.0826	20,268	13,346	3,963	2,327	3,298	12,159	4,630	419	3,153	83	.0933	93
▲Niagara Falls		70.4	.2922	25.0	.3092	288,491	.3146	71,435	46,583	26,508	12,906	10,436	45,021	17,872	987	11,247	108	.2937	101
Port Colborne		19.4	.0805	6.6	.0816	71,106	.0776	23,695	5,289	7,495	3,725	2,349	12,122	4,666	302	2,267	96	.0774	96
▲St. Catharines		135.8	.5637	48.5	.5998	519,350	.5664	128,968	33,416	96,920	38,036	18,154	89,945	34,154	1,965	8,787	100	.5675	101
Welland		44.3	.1839	15.7	.1942	178,623	.1948	46,943	12,121	14,735	10,510	8,615	39,281	15,224	282	5,998	106	.1780	97
Nipissing Terr. Dist.	515	**82.0**	**.3404**	**26.2**	**.3240**	**315,929**	**.3446**	**74,443**	**27,563**	**45,412**	**14,226**	**11,028**	**59,320**	**26,594**	**2,016**	**7,085**	**101**	**.3194**	**94**
△North Bay		52.6	.2183	18.1	.2238	228,103	.2488	54,813	19,616	36,843	10,118	8,833	42,657	17,160	1,467	5,041	114	.2220	102
Northumberland		**67.5**	**.2802**	**22.8**	**.2820**	**265,573**	**.2896**	**67,288**	**22,370**	**23,478**	**10,436**	**10,581**	**43,905**	**35,872**	**2,783**	**5,271**	**103**	**2883**	**103**
Ottawa-Carleton Reg. Mun.	517	**549.1**	**2.2793**	**201.9**	**2.4968**	**2,248,422**	**2.4523**	**529,626**	**213,908**	**406,029**	**114,417**	**77,495**	**339,265**	**122,402**	**15,578**	**60,750**	**108**	**2.7047**	**119**
▲Ottawa		301.6	1.2520	129.7	1.6039	1,692,550	1.8460	352,858	178,487	310,698	108,634	61,574	276,336	67,167	5,027	43,233	147	1.5552	124
Oxford		**85.7**	**.3558**	**28.4**	**.3512**	**306,503**	**.3343**	**66,919**	**22,013**	**31,427**	**13,268**	**13,787**	**82,942**	**27,234**	**2,600**	**6,706**	**94**	**.3494**	**98**
Woodstock		27.2	.1129	10.3	.1274	142,683	.1556	35,901	9,055	18,054	7,316	5,239	34,558	9,154	891	3,423	138	.1389	123
Parry Sound Terr. Dist.		**35.8**	**.1486**	**12.0**	**.1484**	**132,909**	**.1449**	**31,913**	**9,114**	**9,378**	**3,073**	**3,475**	**26,922**	**18,379**	**1,856**	**2,840**	**98**	**.1228**	**83**
Peel Reg. Mun.	532	**471.3**	**1.9564**	**145.7**	**1.8018**	**1,643,124**	**1.7921**	**437,862**	**165,253**	**115,230**	**59,020**	**58,342**	**341,913**	**156,621**	**9,376**	**68,086**	**92**	**2.0755**	**106**
Brampton		130.6	.5421	38.5	.4761	542,877	.5921	147,701	34,330	45,006	23,374	18,042	122,142	56,325	2,911	23,161	109	.6046	112
Caledon		23.2	.0963	7.0	.0866	64,899	.0708	19,883	5,178	3,750	1,486	1,656	11,968	5,296	244	3,678	74	.0879	91
Mississauga		317.5	1.3180	100.2	1.2391	1,035,348	1.1292	270,278	125,745	66,474	34,160	38,644	207,803	95,000	6,221	41,247	86	1.3829	105
Perth		**68.8**	**.2855**	**23.0**	**.2845**	**196,913**	**.2147**	**57,304**	**16,366**	**25,413**	**12,021**	**8,887**	**9,958**	**22,106**	**1,713**	**6,013**	**75**	**.2520**	**88**
Stratford		26.3	.1092	10.0	.1237	112,153	.1223	33,256	9,440	18,583	6,471	4,050	4,529	9,613	679	3,690	112	.1189	109
Peterborough	518	**102.0**	**.4235**	**35.0**	**.4328**	**432,532**	**.4718**	**105,348**	**35,308**	**59,885**	**20,673**	**18,361**	**78,719**	**29,143**	**2,145**	**10,822**	**111**	**.4302**	**102**
△Peterborough		60.6	.2516	22.6	.2795	346,132	.3775	87,918	20,578	55,028	19,762	15,498	62,621	15,219	1,918	8,717	150	.3020	120
Prescott		**30.4**	**.1261**	**9.4**	**.1162**	**99,548**	**.1086**	**21,999**	**10,767**	**12,594**	**7,080**	**3,728**	**17,046**	**9,555**	**1,272**	**1,202**	**86**	**.1075**	**85**
Prince Edward		**22.8**	**.0947**	**7.3**	**.0903**	**67,466**	**.0735**	**18,960**	**3,721**	**4,478**	**2,425**	**1,531**	**18,365**	**6,641**	**669**	**1,397**	**78**	**.0818**	**86**
Rainy River Terr. Dist.		**25.3**	**.1050**	**8.3**	**.1026**	**80,881**	**.0883**	**21,642**	**6,148**	**7,413**	**4,046**	**3,386**	**15,337**	**6,099**	**559**	**2,409**	**84**	**.1040**	**99**
Renfrew		**89.7**	**.3724**	**28.9**	**.3574**	**331,578**	**.3616**	**84,541**	**13,721**	**34,130**	**17,527**	**10,543**	**79,223**	**28,939**	**2,612**	**12,045**	**97**	**.3535**	**95**
Russell	517	**23.6**	**.0979**	**6.9**	**.0854**	**62,279**	**.0679**	**13,436**	**4,889**	**10,191**	**1,562**	**3,406**	**18,063**	**3,350**	**285**	**527**	**69**	**.0782**	**80**
Simcoe		**227.3**	**.9435**	**74.0**	**.9151**	**909,208**	**.9916**	**209,155**	**82,783**	**100,569**	**31,093**	**33,877**	**179,642**	**82,331**	**11,373**	**29,033**	**105**	**.9606**	**102**
Barrie		38.2	.1586	13.7	.1694	259,039	.2825	55,479	15,973	31,136	9,656	10,366	70,467	17,000	1,794	7,554	178	.2123	134
Orillia		24.1	.1000	8.7	.1076	155,771	.1699	39,297	12,259	21,739	6,723	6,948	27,055	10,316	1,200	5,412	170	.1303	130
Stormont		**63.1**	**.2620**	**21.2**	**.2622**	**240,601**	**.2625**	**59,791**	**19,650**	**32,550**	**11,962**	**10,499**	**40,388**	**17,979**	**613**	**6,973**	**100**	**.2398**	**92**
Cornwall		46.8	.1943	17.1	.2115	213,520	.2329	55,735	16,037	30,053	11,784	8,893	35,932	13,082	407	6,342	120	.1938	100
Sudbury Reg. Mun.	529	**161.8**	**.6716**	**51.7**	**.6393**	**633,314**	**.6907**	**174,548**	**52,970**	**76,314**	**36,171**	**23,891**	**113,974**	**41,898**	**3,432**	**14,405**	**103**	**.6551**	**98**
▲Sudbury		92.5	.3840	33.0	.4081	496,795	.5418	135,403	36,101	71,370	31,650	17,922	89,842	26,729	2,147	10,256	141	.4369	114
Sudbury Terr. Dist.		**29.3**	**.1216**	**9.1**	**.1126**	**63,606**	**.0694**	**20,114**	**4,513**	**10,225**	**1,685**	**934**	**4,004**	**9,250**	**764**	**1,705**	**57**	**.0854**	**70**
Thunder Bay Terr. Dist.	531	**157.6**	**.6542**	**51.3**	**.6344**	**591,520**	**.6451**	**150,062**	**46,945**	**102,255**	**21,425**	**15,065**	**93,645**	**45,255**	**2,480**	**21,952**	**99**	**.6579**	**101**
▲Thunder Bay		116.2	.4823	39.4	.4872	476,366	.5195	129,983	31,353	82,614	19,189	12,372	76,554	28,481	2,086	19,665	108	.5128	106
Timiskaming Terr. Dist.		**41.9**	**.1740**	**14.1**	**.1743**	**130,037**	**.1418**	**39,048**	**10,687**	**11,067**	**7,505**	**3,910**	**23,418**	**11,512**	**1,434**	**3,785**	**81**	**.1434**	**82**
Toronto Met. Mun.	532	**2,079.7**	**8.6329**	**752.8**	**9.3096**	**8,200,380**	**8.9438**	**1,966,746**	**952,509**	**1,231,102**	**495,368**	**306,328**	**1,351,567**	**474,785**	**35,926**	**298,397**	**104**	**9.3679**	**109**
▲Toronto		575.2	2.3877	241.4	2.9853	3,395,560	3.7034	717,568	507,322	620,036	253,930	145,874	416,597	112,625	14,610	102,538	155	3.1136	130
Victoria		**49.7**	**.2063**	**17.3**	**.2140**	**215,817**	**.2353**	**59,634**	**16,038**	**15,351**	**8,087**	**10,063**	**39,690**	**16,699**	**2,952**	**6,616**	**114**	**.2097**	**102**
Waterloo Reg. Mun.	511	**301.8**	**1.2528**	**103.5**	**1.2799**	**1,238,793**	**1.3511**	**260,679**	**97,525**	**205,771**	**64,301**	**50,333**	**271,342**	**90,645**	**5,750**	**26,435**	**108**	**1.3784**	**110**
△Cambridge		74.4	.3088	24.6	.3042	281,574	.3071	70,788	28,500	18,057	13,304	11,413	70,051	18,617	1,249	7,926	99	.3172	103
▲Kitchener		136.8	.5679	49.2	.6084	610,868	.6662	107,208	41,331	134,153	40,763	26,618	130,402	37,938	1,302	13,445	117	.6616	116
Waterloo		52.3	.2171	18.8	.2325	192,120	.2095	51,335	15,857	30,871	7,369	6,102	34,799	10,491	1,033	4,221	96	.2534	117
Wellington	505	**128.8**	**.5346**	**43.0**	**.5318**	**460,847**	**.5027**	**116,155**	**33,108**	**52,137**	**22,686**	**17,031**	**90,064**	**41,178**	**2,519**	**17,267**	**94**	**.5331**	**100**
△Guelph		69.4	.2881	25.2	.3116	310,667	.3388	88,714	18,776	39,236	18,308	11,001	58,364	19,746	603	11,074	118	.3251	113
York Reg. Mun.	532	**228.0**	**.9464**	**69.2**	**.8557**	**915,585**	**.9985**	**211,276**	**55,616**	**40,642**	**26,638**	**31,398**	**284,487**	**90,483**	**4,997**	**42,010**	**106**	**.9775**	**103**
Markham		75.3	.3126	23.0	.2844	208,648	.2276	69,384	8,540	11,391	7,378	7,941	49,696	19,754	1,387	8,476	73	.3307	106
Newmarket		29.1	.1208	9.0	.1113	120,915	.1319	39,706	5,091	12,649	5,630	3,949	22,764	9,218	674	5,641	109	.1224	101
Richmond Hill		34.1	.1416	11.0	.1360	198,030	.2160	44,089	8,565	5,246	6,388	9,132	60,946	24,180	1,602	9,083	153	.1682	119
Province Totals		**8,600.5**	**35.7009**	**2,935.9**	**36.3071**	**32,603,637**	**35.5591**	**7,933,128**	**2,997,379**	**4,365,638**	**1,622,336**	**1,209,351**	**6,026,578**	**2,385,027**	**215,278**	**1,056,636**	**100**	**37.1636**	**104**

Ont.

ESTIMATES

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
Algoma Terr. Dist.	.527	1,069,163	.5371	7,844	24,922	3.7	2.1	1.6	6.6	86.0
△Sault Ste. Marie		739,802	.3716	9,156	27,502	2.3	2.0	1.3	6.9	87.5
Brant	.501	921,287	.4627	8,791	25,310	5.0	6.1	5.1	25.7	58.1
△Brantford		661,219	.3321	9,248	24,952	4.8	5.7	4.3	24.0	61.2
Bruce		552,250	.2774	8,444	25,927	11.2	10.3	10.4	19.3	48.8
Cochrane Terr. Dist.		624,549	.3138	6,492	20,818	6.2	4.2	3.2	11.1	75.3
Timmins		285,663	.1435	6,265	18,430	7.9	5.4	2.9	17.3	66.5
Dufferin		207,200	.1040	6,395	21,143	3.4	4.3	4.7	10.4	77.2
Dundas		158,798	.0798	7,980	24,812	1.6	4.1	3.7	12.8	77.8
Durham Reg. Mun.	.516	2,968,862	1.4913	10,095	32,027	2.8	2.6	2.4	16.2	76.0
Ajax		272,674	.1370	10,368	32,852	1.3	1.4	1.4	13.0	82.9
Newcastle		323,927	.1627	8,221	27,925	3.1	2.4	2.3	22.9	69.3
△Oshawa		1,113,669	.5594	8,818	26,771	3.8	3.2	3.2	18.7	71.1
Pickering		306,562	.1540	9,794	33,688	1.6	1.7	1.6	13.5	81.6
Whitby		298,014	.1497	9,226	28,933	2.2	2.9	2.0	15.1	77.8
Elgin		573,759	.2882	8,127	24,415	6.6	5.4	5.1	22.6	60.3
St. Thomas		265,074	.1331	9,400	25,245	5.2	5.6	6.2	21.9	61.1
Essex	.536	2,791,668	1.4023	8,735	25,356	5.8	5.0	3.8	10.6	74.8
▲Windsor		1,859,643	.9341	9,566	25,370	5.8	4.1	3.6	12.0	74.5
Frontenac	.510	1,028,064	.5164	8,987	25,766	6.0	7.6	7.3	21.2	57.9
△Kingston		606,719	.3048	11,194	26,494	6.3	8.7	7.7	24.2	53.1
Glengarry		154,993	.0778	7,452	23,845	10.2	7.7	7.4	18.8	55.9
Grenville		169,232	.0850	5,980	18,197	2.7	1.9	1.4	28.6	65.4
Grey		555,783	.2792	7,323	21,294	11.8	8.3	8.7	32.5	38.7
Haldimand-Norfolk Reg. Mun.		701,969	.3526	7,870	23,876	7.5	9.7	8.3	28.7	45.8
Haliburton		97,609	.0490	8,415	23,807	14.7	14.6	13.3	22.1	35.3
Halton Reg. Mun.	.532	2,817,325	1.4152	11,402	35,349	2.3	2.1	2.1	17.4	76.1
Burlington		1,282,998	.6445	11,354	34,122	2.0	1.8	1.6	17.7	76.9
Halton Hills		371,176	.1864	10,821	35,690	2.2	2.2	2.5	16.0	77.1
Milton		295,688	.1485	10,871	36,060	2.6	2.3	2.6	13.6	78.9
Oakville		867,463	.4357	11,949	36,913	2.7	2.5	2.4	18.8	73.6
Hamilton-Wentworth Reg. Mun.	.507	3,420,966	1.7184	8,393	23,335	6.5	4.0	3.2	20.0	66.3
▲Hamilton		2,606,680	1.3094	8,422	22,375	7.4	4.4	3.4	20.2	64.6
Stoney Creek		253,983	.1276	7,937	24,421	3.7	3.5	3.3	22.8	66.7
Hastings		845,544	.4247	7,822	22,977	6.0	6.7	7.9	21.5	57.9
Belleville		315,847	.1587	8,922	22,887	5.4	5.1	4.4	23.2	61.9
Huron		497,401	.2499	8,742	26,599	13.5	13.8	7.3	29.8	35.6
Kenora Terr. Dist.		459,982	.2310	7,931	27,058	9.6	4.3	1.9	13.1	71.1
Kent		915,679	.4600	8,324	24,815	6.7	6.4	5.1	22.2	59.6
Chatham		386,990	.1944	9,348	24,967	5.3	5.1	4.5	24.7	60.4
Lambton	.525	1,118,403	.5618	8,876	26,502	5.0	4.0	3.1	10.0	77.9
△Sarnia		541,641	.2721	10,337	27,218	3.9	3.3	3.4	9.7	79.7
Lanark		299,006	.1501	6,308	18,572	6.5	7.6	6.6	24.1	55.2
Leeds		402,915	.2024	7,379	21,662	3.5	5.6	6.6	35.5	48.8
Lennox & Addington		276,009	.1387	7,731	24,866	3.3	8.1	7.0	30.9	50.7
Manitoulin Terr. Dist.		59,598	.0299	4,925	16,108	23.5	12.1	13.1	35.4	15.9
Middlesex	.512	3,079,277	1.5468	9,665	26,940	5.7	5.5	5.2	30.8	52.8
▲London		2,579,576	1.2957	10,216	27,011	5.4	5.3	4.4	33.0	51.9
Muskoka Dist. Mun.		317,338	.1594	7,993	22,996	10.8	4.6	6.0	30.5	48.1
Niagara Reg. Mun.	.522	3,198,577	1.6066	8,502	24,795	5.9	4.9	3.9	20.3	65.0
Fort Erie		193,230	.0971	8,018	22,733	7.0	3.0	1.5	15.1	73.4
▲Niagara Falls		560,786	.2817	7,966	22,431	5.2	4.4	3.5	20.0	66.9
Port Colborne		151,277	.0760	7,798	22,921	4.5	4.6	3.6	18.4	68.9
▲St. Catharines		1,134,205	.5697	8,352	23,386	6.1	5.9	4.9	18.0	65.1
Welland		329,775	.1656	7,444	21,005	6.3	4.0	3.0	12.6	74.1
Nipissing Terr. Dist.	.515	589,073	.2959	7,184	22,484	7.9	6.3	5.4	22.6	57.8
△North Bay		413,051	.2075	7,853	22,820	8.0	6.8	5.6	23.4	56.2
Northumberland		578,539	.2906	8,571	25,375	8.7	5.0	4.4	24.6	57.3
Ottawa-Carleton Reg. Mun.	.517	6,025,582	3.0267	10,974	29,844	4.1	5.3	4.9	23.6	62.1
▲Ottawa		2,990,264	1.5020	9,915	23,055	4.7	4.6	4.4	27.5	58.8
Oxford		708,268	.3558	8,265	24,939	5.8	5.7	5.5	28.2	54.8
Woodstock		277,296	.1393	10,195	26,922	2.3	3.3	3.0	32.7	58.7
Perry Sound Terr. Dist.		197,352	.0991	5,513	16,446	11.4	7.8	7.3	50.3	23.2
Peel Reg. Mun.	.532	4,565,334	2.2932	9,687	31,334	1.8	2.7	3.0	20.7	71.8
Brampton		1,268,486	.6372	9,713	32,948	1.8	2.8	3.6	22.5	69.3
Caledon		188,839	.0949	8,140	26,977	2.1	3.4	2.3	32.6	59.6
Mississauga		3,108,009	1.5612	9,789	31,018	1.7	2.6	2.8	19.1	73.8
Perth		519,154	.2608	7,546	22,572	9.2	9.6	9.8	31.7	39.7
Stratford		240,201	.1207	9,133	24,020	5.2	6.3	5.6	36.1	46.8
Peterborough	.518	812,511	.4081	7,966	23,215	8.6	7.4	5.5	26.8	51.7
△Peterborough		551,117	.2768	9,094	24,386	5.9	7.0	4.9	19.7	62.5
Prescott		198,346	.0997	6,525	21,101	7.2	3.3	2.8	44.4	42.3
Prince Edward		162,087	.0814	7,109	22,204	7.1	10.3	3.0	25.2	54.4
Rainy River Terr. Dist.		224,695	.1129	8,881	27,072	4.8	2.3	1.6	13.4	77.9
Renfrew		679,154	.3411	7,571	23,500	9.1	7.3	7.8	21.8	54.0
Russell	.517	152,449	.0766	6,460	22,094	5.6	1.9	2.6	23.4	66.5
Simcoe		1,889,048	.9489	8,311	25,528	5.6	7.8	6.6	27.3	52.7
Barrie		381,580	.1917	9,989	27,853	5.5	6.8	6.8	25.3	55.6
Orillia		236,024	.1186	9,794	27,129	7.8	9.4	5.9	21.7	55.2
Stormont		432,489	.2172	6,854	20,400	9.9	6.5	4.7	35.6	43.3
Cornwall		338,582	.1701	7,235	19,800	9.4	5.9	4.4	33.2	47.1
Sudbury Reg. Mun.	.529	1,248,457	.6271	7,716	24,148	2.8	2.6	2.3	9.7	82.6
▲Sudbury		786,596	.3951	8,504	23,836	2.6	1.8	1.6	7.7	86.3
Sudbury Terr. Dist.		160,320	.0806	5,472	17,618	9.0	5.2	4.0	11.3	70.5
Thunder Bay Terr. Dist.	.531	1,328,068	.6671	8,427	25,888	4.6	2.8	2.7	12.1	77.8
▲Thunder Bay		1,037,078	.5209	8,925	26,322	4.0	2.7	2.6	11.9	78.8
Timiskaming Terr. Dist.		263,040	.1321	6,278	18,655	13.8	6.7	9.4	34.9	35.2
Toronto Met. Mun.	.532	19,741,559	9.9163	9,493	26,224	4.2	4.0	4.4	23.8	63.6
▲Toronto		6,072,175	3.0501	10,557	25,154	5.7	4.0	3.8	27.4	59.1
Victoria		389,578	.1957	7,839	22,519	10.5	6.9	5.2	27.9	49.5
Waterloo Reg. Mun.	.511	2,876,937	1.4451	9,533	27,796	3.8	5.7	5.7	28.9	55.9
△Cambridge		650,154	.3266	8,739	26,429	5.4	7.3	7.2	37.2	42.9
▲Kitchener		1,386,332	.6964	10,134	28,177	3.9	5.9	6.0	29.0	55.2
Waterloo		585,738	.2942	11,200	31,156	3.0	4.7	4.7	24.3	63.3
Wellington	.505	1,096,664	.5509	8,514	25,504	5.7	8.3	5.1	29.5	51.4
△Guelph		660,132	.3316	9,512	26,196	4.7	7.2	5.5	30.8	51.8
York Reg. Mun.	.532	1,945,126	.9770	8,531	28,109	3.8	3.7	4.2	25.9	62.4
Markham		796,143	.3999	10,573	34,615	1.6	2.0	2.4	19.7	74.3
Newmarket		233,803	.1174	8,034	25,978	4.0	4.5	5.4	32.1	54.0
Richmond Hill		299,191	.1503	8,774	27,199	3.0	3.4	4.4	28.2	61.0
Province Totals		77,067,036	38.7114	8,961	26,250	5.2	4.9	4.5	22.5	62.9

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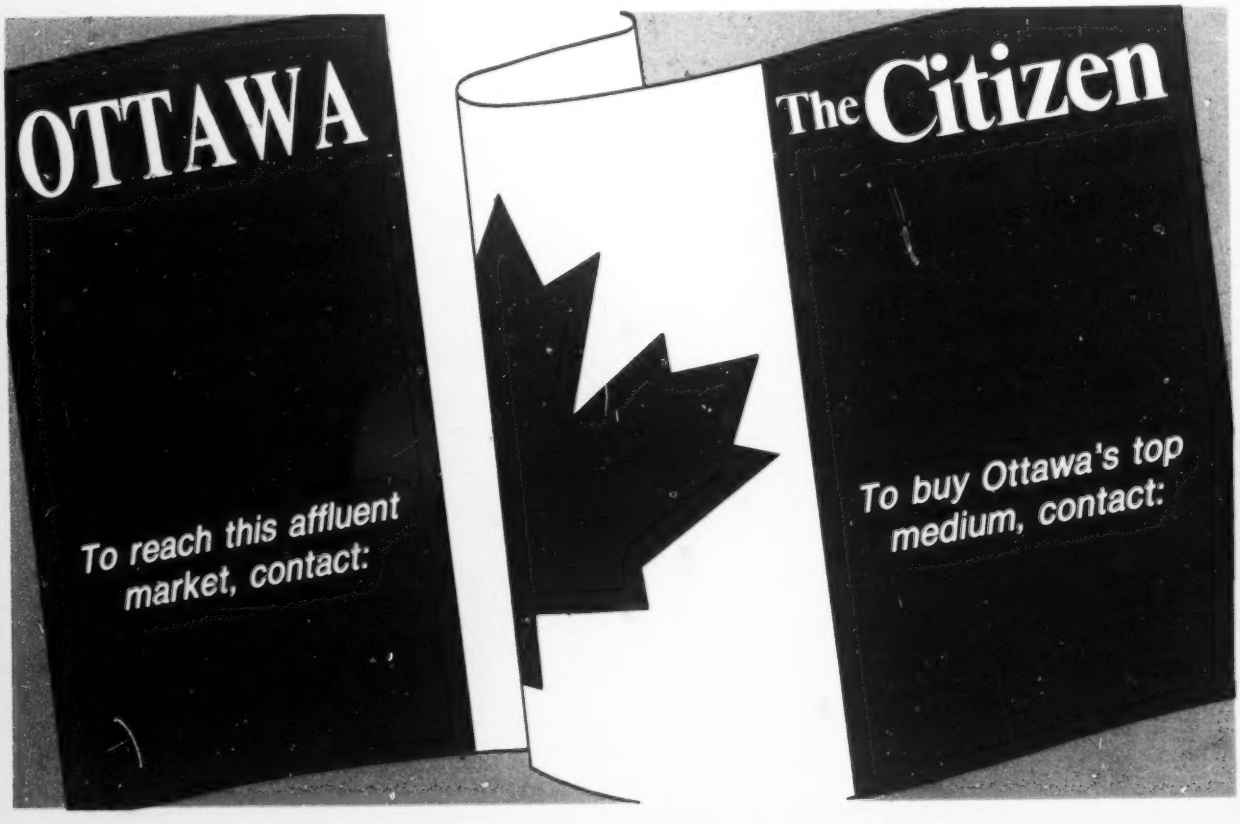
QUEBEC

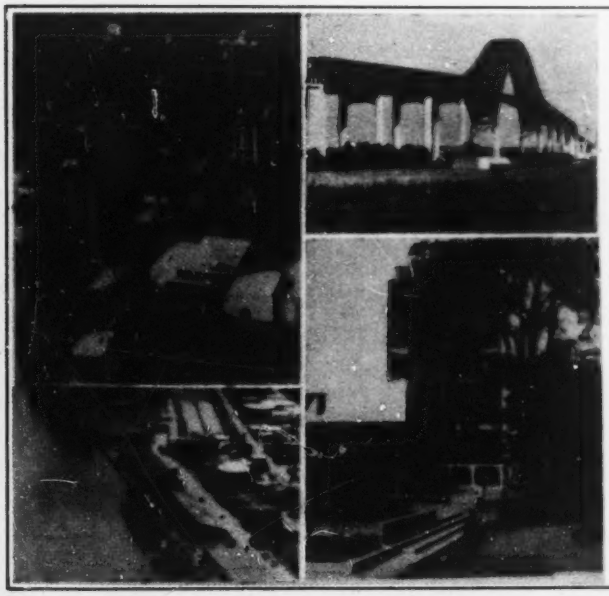
Que. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980										SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Abitibi		**92.0**	**.3819**	**27.7**	**.3426**	**294,041**	**.3207**	**79,662**	**18,638**	**41,618**	**15,378**	**12,119**	**61,139**	**23,180**	**5,838**	**3,368**	**84**	**.3273**	**86**
Argenteuil		**31.3**	**.1299**	**10.6**	**.1311**	**113,075**	**.1233**	**32,377**	**9,117**	**12,192**	**3,661**	**2,537**	**29,618**	**7,881**	**2,065**	**1,367**	**95**	**.1232**	**95**
Arthabaska		**56.5**	**.2346**	**17.6**	**.2176**	**157,431**	**.1717**	**42,462**	**7,841**	**14,374**	**10,182**	**7,256**	**40,775**	**11,395**	**898**	**2,092**	**73**	**.1879**	**80**
Victoriaville		21.2	.0880	7.5	.0927	103,580	.1130	28,897	3,921	8,799	7,869	3,244	23,614	8,032	399	1,662	128	.0916	104
Bagot		**27.5**	**.1141**	**8.1**	**.1002**	**46,123**	**.0503**	**16,142**	**3,850**	**2,604**	**1,381**	**4,094**	**9,314**	**6,224**	**664**	**551**	**44**	**.0745**	**65**
Beauce		**71.9**	**.2985**	**20.7**	**.2560**	**253,199**	**.2761**	**48,163**	**10,954**	**22,677**	**18,387**	**14,879**	**79,840**	**18,636**	**1,170**	**2,663**	**92**	**.2596**	**87**
Beauharnois		**51.0**	**.2117**	**16.8**	**.2078**	**185,067**	**.2019**	**50,469**	**19,419**	**17,743**	**13,860**	**7,083**	**38,226**	**12,516**	**1,180**	**3,838**	**95**	**.1846**	**87**
Valleyfield		27.5	.1142	9.8	.1212	129,471	.1412	30,943	13,125	13,986	9,597	5,146	27,240	6,679	909	3,040	124	.1156	101
Bellechasse		**22.7**	**.0942**	**6.4**	**.0791**	**38,866**	**.0424**	**12,744**	**2,633**	**4,888**	**959**	**1,947**	**6,543**	**5,147**	**1,186**	**0**	**45**	**.0644**	**68**
Berthier		**32.0**	**.1328**	**10.1**	**.1249**	**90,303**	**.0985**	**26,949**	**9,306**	**4,596**	**2,635**	**5,037**	**18,211**	**8,518**	**1,557**	**1,096**	**74**	**.1060**	**80**
Bonaventure		**43.1**	**.1790**	**11.6**	**.1435**	**140,308**	**.1530**	**38,891**	**7,463**	**22,203**	**5,865**	**3,061**	**25,279**	**14,955**	**3,649**	**828**	**85**	**.1344**	**75**
Brome		**16.0**	**.0664**	**5.3**	**.0655**	**32,910**	**.0359**	**11,170**	**4,762**	**3,332**	**4[1]/8**	**322**	**5,226**	**4,026**	**284**	**478**	**54**	**.0511**	**77**
Chambly	**514**	**307.2**	**1.2752**	**101.3**	**1.2527**	**1,082,862**	**1.1810**	**336,161**	**84,042**	**97,944**	**52,857**	**28,933**	**226,498**	**77,145**	**22,476**	**30,787**	**93**	**1.2497**	**98**
Boucherville		31.2	.1295	9.0	.1113	70,831	.0773	24,219	5,840	425	2,828	2,401	16,545	5,323	883	2,691	60	.1089	84
Longueuil		131.9	.5475	48.4	.5985	488,973	.5333	153,349	38,679	60,794	26,835	15,162	86,013	26,438	5,239	12,188	97	.5650	103
St-Bruno-de-Montarville		27.2	.1129	7.8	.0965	44,437	.0485	19,135	3,835	399	2,215	1,026	7,711	2,468	364	1,698	43	.0992	88
St-Hubert		57.4	.2383	17.1	.2115	86,850	.0947	27,727	11,591	98	1,300	2,240	18,545	5,913	781	4,423	40	.1720	72
St-Lambert		22.2	.0922	8.2	.1014	79,821	.0871	27,017	5,374	601	7,466	1,668	17,699	5,098	562	4,154	94	.1162	126
Champlain	**533**	**124.8**	**.5180**	**40.0**	**.4947**	**340,195**	**.3710**	**117,733**	**29,543**	**16,887**	**15,898**	**16,008**	**55,302**	**28,785**	**6,375**	**6,542**	**72**	**.4333**	**84**
Cap-de-la-Madeleine		36.2	.1503	12.7	.1571	85,492	.0932	32,915	10,221	2,264	3,282	5,803	6,413	7,185	1,977	1,974	62	.1223	81
Charlevoix-Est		**19.0**	**.0789**	**5.2**	**.0643**	**68,372**	**.0746**	**18,154**	**3,879**	**5,724**	**4,122**	**3,788**	**15,930**	**5,639**	**1,137**	**597**	**95**	**.0649**	**82**
Charlevoix-Ouest		**15.9**	**.0660**	**4.3**	**.0532**	**43,702**	**.0477**	**13,673**	**2,644**	**2,448**	**1,526**	**2,234**	**9,842**	**3,676**	**750**	**1,798**	**72**	**.0483**	**73**
Châteauguay	**514**	**60.6**	**.2515**	**18.1**	**.2238**	**196,899**	**.2147**	**70,187**	**16,745**	**23,323**	**6,885**	**4,099**	**34,512**	**17,079**	**3,386**	**3,800**	**85**	**.2135**	**85**
Châteauguay		39.4	.1636	12.0	.1484	146,821	.1601	52,222	10,712	21,449	4,919	3,630	26,225	7,084	1,329	3,198	98	.1524	93
Chicoutimi	**503**	**172.5**	**.7161**	**49.8**	**.6159**	**507,214**	**.5532**	**148,153**	**33,613**	**62,591**	**36,662**	**25,072**	**90,543**	**34,770**	**2,063**	**9,124**	**77**	**.5808**	**81**
▲Chicoutimi		61.5	.2553	18.9	.2337	210,430	.2295	50,491	13,981	21,434	21,193	8,955	45,652	9,217	1,626	3,871	90	.2234	88
▲Jonquière		60.5	.2511	18.2	.2251	176,848	.1929	66,863	10,829	14,284	10,489	10,516	27,523	8,283	0	3,921	77	.2087	83
La Baie		21.2	.0880	5.9	.0730	48,645	.0531	16,708	3,654	5,690	3,077	3,780	6,060	1,987	365	1,036	60	.0610	69
Compton		**20.5**	**.0851**	**6.2**	**.0766**	**36,004**	**.0393**	**15,680**	**4,026**	**3,157**	**474**	**1,473**	**3,717**	**3,971**	**618**	**155**	**46**	**.0571**	**67**
Deux-Montagnes	**514**	**63.8**	**.2648**	**19.4**	**.2400**	**182,532**	**.1991**	**59,433**	**16,056**	**11,290**	**4,086**	**4,668**	**44,339**	**14,658**	**1,375**	**2,716**	**75**	**.2267**	**86**
St-Eustache		26.3	.1092	8.3	.1026	108,709	.1186	30,603	5,921	10,798	3,549	2,089	27,344	7,941	608	1,922	109	.1082	99



Que. (cont.) ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Dorchester		**33.6**	**.1395**	**9.3**	**.1150**	**84,258**	**.0919**	**24,763**	**3,960**	**12,053**	**2,190**	**4,711**	**17,307**	**9,172**	**1,369**	**155**	**66**	**.1109**	**79**
Drummond		**70.6**	**.2931**	**23.6**	**.2918**	**235,198**	**.2565**	**66,110**	**21,648**	**15,524**	**16,163**	**10,753**	**41,120**	**18,784**	**4,159**	**5,237**	**88**	**.2569**	**88**
Drummondville		29.2	.1212	11.7	.1447	166,175	.1812	38,384	13,791	12,094	14,805	8,839	31,139	10,085	2,967	4,231	150	.1351	111
Frontenac		**26.3**	**.1091**	**7.8**	**.0965**	**81,538**	**.0889**	**19,006**	**4,690**	**10,563**	**2,962**	**2,545**	**24,526**	**6,521**	**1,064**	**316**	**81**	**.0876**	**80**
Gaspé-Est		**38.1**	**.1582**	**9.7**	**.1199**	**121,829**	**.1329**	**32,737**	**6,297**	**19,739**	**4,938**	**4,365**	**26,541**	**9,368**	**1,229**	**1,090**	**84**	**.1280**	**81**
Gaspé-Ouest		**19.4**	**.0805**	**5.4**	**.0668**	**57,113**	**.0623**	**15,742**	**2,559**	**7,921**	**3,026**	**3,195**	**12,732**	**4,297**	**503**	**881**	**77**	**.0652**	**81**
Gatineau	.517	**48.9**	**.2030**	**15.2**	**.1880**	**95,711**	**.1044**	**28,073**	**11,577**	**7,255**	**1,955**	**3,046**	**17,569**	**12,017**	**399**	**829**	**51**	**.1514**	**75**
Aylmer		30.6	.1270	10.1	.1249	31,383	.0342	10,210	4,450	2,423	677	855	4,278	1,266	283	275	27	.1061	84
Hull	.517	**137.4**	**.5704**	**46.0**	**.5689**	**478,359**	**.5217**	**160,222**	**51,739**	**44,002**	**16,488**	**15,838**	**79,523**	**32,026**	**8,455**	**9,344**	**91**	**.5861**	**103**
Gatineau		82.2	.3412	23.7	.2931	166,245	.1813	57,961	17,477	13,891	4,955	3,718	31,931	12,818	3,054	2,628	53	.2761	81
▲Hull		55.2	.2291	22.3	.2758	312,114	.3404	102,261	34,262	30,111	11,533	12,120	47,592	19,208	5,401	6,716	149	.3101	135
Huntingdon		**18.4**	**.0763**	**5.9**	**.0729**	**46,283**	**.0505**	**10,151**	**3,293**	**5,081**	**1,088**	**1,356**	**15,220**	**3,373**	**528**	**723**	**66**	**.0590**	**77**
Iberville		**23.0**	**.0955**	**7.1**	**.0878**	**53,398**	**.0582**	**17,541**	**6,519**	**639**	**869**	**1,910**	**11,622**	**5,054**	**323**	**605**	**61**	**.0861**	**90**
Île-de-Montréal	.514	**1,715.0**	**7.1190**	**661.2**	**8.1768**	**7,498,922**	**8.1787**	**2,003,086**	**902,020**	**1,028,620**	**520,186**	**288,478**	**1,026,514**	**332,968**	**109,769**	**170,719**	**115**	**7.7392**	**109**
Anjou		37.0	.1536	12.2	.1509	179,697	.1960	39,234	6,866	52,028	29,970	1,971	19,789	5,618	694	4,575	128	.1671	109
Beaconsfield		20.0	.0830	5.5	.0680	20,798	.0227	12,512	731	175	495	405	2,245	632	149	701	27	.0825	99
Côte-St-Luc		26.0	.1079	10.1	.1249	33,948	.0370	20,784	1,646	514	3,807	853	1,192	309	330	1,061	34	.1244	115
Dollard-des-Ormeaux		48.1	.1997	14.4	.1781	50,407	.0550	15,427	1,798	9,688	402	810	9,599	2,745	292	1,662	28	.1692	85
Lachine		34.0	.1411	12.5	.1546	162,823	.1776	42,886	15,668	5,436	9,156	6,600	39,428	6,109	1,583	3,992	126	.1568	111
LaSalle		77.1	.3200	28.0	.3463	192,393	.2098	78,184	14,250	38,870	8,710	5,476	13,217	11,318	1,342	9,449	66	.2970	93
▲Montréal		939.1	3.8982	391.7	4.8440	4,950,514	5.3993	1,260,327	676,862	736,357	352,207	215,598	586,030	156,792	69,849	109,091	139	4.4567	114
Montréal-Nord		104.1	.4321	37.3	.4613	220,934	.2410	79,675	24,605	14,192	7,515	11,010	24,396	14,654	1,776	7,180	56	.3706	86
Mont-Royal		18.0	.0747	6.3	.0779	93,431	.1019	33,046	3,891	20,054	9,648	2,417	623	1,567	873	2,268	136	.1200	161
Outremont		24.0	.0996	8.5	.1051	35,175	.0384	20,216	2,883	148	1,184	521	2,278	612	191	300	39	.1044	105
Pierrefonds		38.0	.1577	11.2	.1385	57,482	.0627	23,498	4,664	3,950	1,145	662	9,185	5,180	242	1,003	40	.1290	82
Pointe-aux-Trembles		36.0	.1494	10.2	.1261	90,176	.0984	30,898	6,544	7,334	4,366	2,725	17,218	3,441	1,077	1,189	66	.1193	80
Pointe-Claire		23.0	.0955	8.0	.0989	211,186	.2303	41,158	12,593	61,399	15,297	9,981	26,363	4,729	4,328	1,856	241	.1574	165
St-Laurent		63.1	.2619	24.2	.2993	196,638	.2145	52,827	23,079	4,238	4,095	3,928	50,004	12,800	739	8,193	82	.2879	110
St-Léonard		111.1	.4612	37.4	.4625	277,690	.3029	77,868	24,127	40,883	7,448	9,237	68,626	6,469	3,921	3,845	66	.4067	88
Verdun		60.1	.2495	24.4	.3017	234,569	.2558	66,515	14,816	3,356	16,167	9,603	64,431	8,758	3,719	8,332	103	.2555	102
Westmount		20.0	.0830	7.8	.0965	142,434	.1553	43,505	9,903	21,579	13,455	5,261	14,842	4,137	2,056	5,227	187	.1561	188
Île-Jésus	.514	**256.2**	**1.0635**	**77.4**	**.9572**	**811,367**	**.8849**	**249,218**	**55,097**	**73,579**	**26,802**	**34,450**	**188,894**	**66,517**	**7,001**	**21,212**	**83**	**.9574**	**90**
Laval		256.2	1.0635	77.4	.9572	811,367	.8849	249,218	55,097	73,579	26,802	34,450	188,894	66,517	7,001	21,212	83	.9573	90
Îles-de-la-Madeleine		**13.5**	**.0561**	**3.4**	**.0420**	**31,739**	**.0346**	**4,499**	**2,441**	**12,073**	**1,240**	**777**	**3,748**	**2,633**	**0**	**1,006**	**62**	**.0381**	**68**
Joliette		**59.6**	**.2474**	**19.5**	**.2412**	**240,705**	**.2626**	**62,959**	**20,137**	**15,554**	**20,803**	**7,952**	**61,073**	**13,025**	**1,023**	**4,250**	**106**	**.2420**	**98**
Kamouraska		**30.1**	**.1249**	**8.5**	**.1051**	**94,808**	**.1034**	**21,069**	**3,721**	**6,878**	**5,077**	**4,424**	**31,864**	**8,013**	**489**	**1,027**	**83**	**.1032**	**83**
Labelle		**31.9**	**.1324**	**9.9**	**.1224**	**111,608**	**.1217**	**28,445**	**9,899**	**10,740**	**4,808**	**5,266**	**26,066**	**11,675**	**1,547**	**507**	**92**	**.1163**	**88**
Lac-St-Jean-Est		**48.3**	**.2005**	**13.3**	**.1645**	**196,536**	**.2143**	**55,596**	**12,108**	**14,810**	**17,922**	**12,577**	**34,098**	**16,504**	**1,761**	**4,413**	**107**	**.1855**	**93**
Alma		27.5	.1142	8.1	.1002	136,275	.1486	31,735	7,898	10,051	13,505	11,934	23,786	7,237	1,703	3,993	130	.1125	99
Lac-St-Jean-Ouest		**61.1**	**.2536**	**16.3**	**.2016**	**212,424**	**.2317**	**53,863**	**9,684**	**19,560**	**15,121**	**9,739**	**52,683**	**17,282**	**2,456**	**4,769**	**91**	**.2074**	**82**
Laprairie	.514	**100.7**	**.4181**	**29.2**	**.3611**	**302,549**	**.3300**	**79,753**	**18,774**	**24,075**	**4,113**	**5,459**	**88,933**	**31,587**	**2,590**	**6,597**	**79**	**.3686**	**88**
Brossard		54.4	.2258	16.1	.1991	119,016	.1298	36,592	9,577	22,900	1,787	607	18,718	6,140	179	3,337	57	.2008	89
L'Assomption	.514	**107.8**	**.4474**	**31.6**	**.3908**	**315,441**	**.3440**	**96,820**	**24,412**	**16,174**	**7,920**	**9,114**	**73,588**	**32,816**	**7,593**	**4,834**	**77**	**.3866**	**86**
Repentigny		34.3	.1424	10.7	.1323	125,509	.1369	38,541	7,589	11,761	4,450	3,355	28,583	9,479	1,113	2,167	96	.1446	102
Lévis	.520	**88.2**	**.3662**	**27.5**	**.3400**	**350,194**	**.3820**	**69,020**	**24,490**	**16,477**	**13,086**	**20,119**	**116,908**	**20,277**	**2,995**	**9,157**	**104**	**.3621**	**99**
L'Islet		**21.6**	**.0896**	**5.9**	**.0730**	**55,947**	**.0610**	**12,303**	**1,765**	**7,825**	**2,109**	**1,749**	**17,236**	**5,311**	**634**	**745**	**58**	**.0708**	**79**
Lotbinière		**29.8**	**.1237**	**8.5**	**.1051**	**54,958**	**.0599**	**18,546**	**3,046**	**5,743**	**1,175**	**2,905**	**8,224**	**9,019**	**196**	**561**	**48**	**.0893**	**72**
Maskinongé		**21.4**	**.0889**	**6.5**	**.0804**	**67,697**	**.0739**	**18,008**	**4,954**	**2,550**	**2,921**	**3,599**	**15,891**	**9,246**	**219**	**711**	**83**	**.0699**	**79**
Matane		**28.5**	**.1183**	**8.7**	**.1076**	**89,041**	**.0971**	**22,884**	**3,516**	**7,989**	**5,349**	**4,414**	**24,830**	**6,860**	**510**	**783**	**82**	**.0994**	**84**
Matapédia		**24.2**	**.1004**	**6.6**	**.0816**	**52,438**	**.0572**	**18,143**	**2,247**	**10,150**	**2,838**	**1,969**	**6,930**	**3,877**	**111**	**626**	**57**	**.0696**	**69**
Mégantic		**56.9**	**.2362**	**17.0**	**.2102**	**199,774**	**.2178**	**48,840**	**8,697**	**18,167**	**14,093**	**12,566**	**51,177**	**13,646**	**1,262**	**3,209**	**92**	**.1977**	**84**
Thetford Mines		20.3	.0843	7.0	.0866	98,709	.1077	28,387	3,683	8,528	10,058	6,825	15,977	5,044	733	2,145	128	.0799	95
Missisquoi		**35.7**	**.1482**	**11.7**	**.1447**	**120,909**	**.1319**	**30,394**	**7,290**	**6,785**	**4,816**	**4,715**	**38,424**	**7,438**	**1,397**	**2,285**	**89**	**.1289**	**87**
Montcalm		**26.4**	**.1096**	**8.7**	**.1076**	**59,556**	**.0650**	**24,135**	**8,105**	**1,260**	**2,420**	**1,641**	**6,832**	**6,934**	**871**	**555**	**59**	**.0754**	**69**
Montmagny		**25.2**	**.1046**	**7.2**	**.0891**	**87,145**	**.0950**	**19,419**	**6,912**	**7,000**	**3,775**	**3,119**	**23,705**	**7,153**	**675**	**2,064**	**91**	**.0907**	**87**
Montmorency 1	.520	**24.1**	**.1000**	**6.9**	**.0853**	**57,381**	**.0626**	**14,386**	**6,264**	**1,424**	**419**	**827**	**21,909**	**4,520**	**273**	**1,209**	**63**	**.0767**	**77**
Montmorency 2	.520	**7.4**	**.0307**	**2.2**	**.0272**	**8,374**	**.0091**	**4,691**	**1,309**	**391**	**184**	**236**	**43**	**906**	**144**	**0**	**30**	**.0208**	**68**
Napierville		**13.6**	**.0565**	**3.9**	**.0482**	**51,292**	**.0560**	**9,252**	**2,627**	**1,838**	**1,766**	**1,716**	**21,882**	**3,824**	**220**	**962**	**99**	**.0515**	**91**
Nicolet		**34.6**	**.1436**	**10.3**	**.1274**	**88,774**	**.0968**	**24,511**	**7,087**	**5,303**	**2,091**	**2,925**	**24,818**	**8,323**	**734**	**712**	**67**	**.1222**	**85**
Nouveau-Québec Terr.		**36.4**	**.1511**	**9.0**	**.1113**	**94,983**	**.1036**	**17,590**	**6,151**	**30,513**	**2,869**	**3,207**	**15,651**	**5,439**	**1,389**	**1,449**	**69**	**.1314**	**87**
Papineau		**40.0**	**.1661**	**12.7**	**.1571**	**92,946**	**.1014**	**32,022**	**6,050**	**9,045**	**3,590**	**3,239**	**12,989**	**10,910**	**2,440**	**1,306**	**61**	**.1185**	**71**
Pontiac		**21.3**	**.0884**	**6.4**	**.0791**	**46,861**	**.0511**	**14,134**	**10,161**	**4,792**	**1,268**	**769**	**5,717**	**4,975**	**679**	**0**	**58**	**.0627**	**71**
Portneuf		**61.8**	**.2565**	**18.8**	**.2325**	**144,177**	**.1572**	**46,393**	**10,962**	**4,791**	**6,019**	**4,963**	**32,658**	**13,834**	**3,213**	**1,748**	**61**	**.2013**	**78**
Québec	.520	**452.8**	**1.8796**	**154.0**	**1.9045**	**1,971,036**	**2.1497**	**517,456**	**194,952**	**274,290**	**140,812**	**73,003**	**290,180**	**87,414**	**25,971**	**43,931**	**114**	**1.9902**	**106**
Beauport		58.2	.2416	18.3	.2263	107,374	.1171	35,364	21,142	11,526	1,338	6,178	10,577	3,086	2,106	3,066	48	.2323	96
Charlesbourg		71.3	.2960	21.3	.2634	124,456	.1357	48,896	11,622	9,808	5,156	3,044	15,760	4,682	1,912	5,007	46	.2866	97
▲Québec		159.6	.6625	63.0	.7791	1,164,725	1.2703	283,399	109,793	169,863	89,336	40,481	197,066	29,709	5,535	22,748	192	.8556	129
Ste-Foy		70.3	.2918	24.9	.3079	383,312	.4181	85,444	42,588	52,897	32,856	13,834	65,151	16,748	4,614	8,790	143	.4429	152
Richelieu		**51.5**	**.2138**	**16.5**	**.2040**	**158,527**	**.1729**	**50,291**	**13,769**	**14,056**	**13,630**	**7,512**	**25,746**	**9,363**	**2,992**	**2,857**	**81**	**.2080**	**97**
Richmond		**39.7**	**.1648**	**12.3**	**.1521**	**109,126**	**.1190**	**36,845**	**6,493**	**5,055**	**5,055**	**6,727**	**24,569**	**8,379**	**1,795**	**1,072**	**72**	**.1411**	**86**
Rimouski		**67.3**	**.2793**	**20.7**	**.2560**	**313,336**	**.3418**	**86,846**	**17,727**	**33,166**	**19,450**	**15,562**	**75,077**	**19,696**	**3,155**	**3,091**	**122**	**.2831**	**101**
Rimouski		29.6	.1229	10.3	.1274	176,601	.1926	32,313	11,468	25,784	14,979	7,658	38,405	8,029	2,579	2,427	157	.1499	122
Rivière-du-Loup		**41.3**	**.1715**	**12.7**	**.1571**	**142,238**	**.1551**	**29,049**	**7,010**	**12,103**	**10,156**	**7,064**	**44,090**	**9,098**	**1,138**	**2,212**	**90**	**.1541**	**90**
Rouville		**41.9**	**.1739**	**13.0**	**.1607**	**83,746**	**.0913**	**22,213**	**9,832**	**3,459**	**1,081**	**4,522**	**22,901**	**6,623**	**1,038**	**2,861**	**53**	**.1349**	**78**
Saguenay		**121.8**	**.5056**	**36.1**	**.4465**	**452,115**	**.4931**	**80,092**	**24,750**	**98,817**	**20,822**	**13,831**	**110,553**	**27,891**	**3,193**	**7,344**	**98**	**.5039**	**100**
Sept-Îles		35.2	.1461	12.3	.1521	156,769	.1710	25,880	7,960	21,469	8,288	5,595	37,038	12,507	1,823	3,821	117	.1575	108
St-Hyacinthe		**58.2**	**.2416**	**19.9**	**.2461**	**176,229**	**.1922**	**44,249**	**10,805**	**21,955**	**13,374**	**9,525**	**35,171**	**9,009**	**6,372**	**3,869**	**80**	**.1898**	**79**
St-Hyacinthe		47.0	.1951	17.3	.2139	158,549	.1729	38,289	9,969	20,653	13,317	8,620	30,679	7,424	4,743	3,711	89	.1693	87
St-Jean		**55.1**	**.2287**	**18.4**	**.2275**	**208,144**	**.2271**	**62,908**	**15,986**	**24,826**	**13,240**	**10,492**	**29,513**	**11,388**	**3,879**	**4,966**	**99**	**.2334**	**102**
St-Jean-sur-Richelieu		35.7	.1482	12.9	.1595	163,554	.1784	53,346	12,413	15,292	12,992	8,844	23,804	7,260	3,000	3,590	120	.1690	114

Que. (cont.) ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
St-Maurice	533	110.7	.4595	38.7	.4786	461,281	.5031	114,925	37,934	48,064	36,529	20,706	102,336	20,715	8,203	9,557	109	.4272	93
△Shawinigan		24.4	.1013	9.2	.1138	119,950	.1308	32,890	8,378	9,122	8,362	6,759	28,537	4,563	1,093	2,288	129	.1009	100
△Trois-Rivières		52.8	.2192	20.5	.2535	244,657	.2668	60,708	23,260	31,372	24,334	10,166	44,841	9,958	3,415	5,539	122	.2223	101
Shefford		66.3	.2752	21.9	.2708	242,678	.2646	61,221	18,931	22,262	14,329	10,347	63,528	14,003	1,592	2,631	96	.2560	93
Granby		36.7	.1523	13.8	.1707	161,561	.1762	39,318	11,973	19,780	11,834	7,611	36,817	4,193	1,207	2,019	116	.1686	111
Sherbrooke	528	108.8	.4517	37.9	.4687	507,332	.5534	129,161	35,339	49,216	43,540	22,868	100,613	34,136	2,509	9,627	123	.4864	108
△Sherbrooke		69.5	.2885	26.1	.3228	434,701	.4741	106,513	30,238	35,500	42,063	18,834	89,769	27,366	2,116	9,198	164	.3537	123
Soulanges		15.0	.0622	4.5	.0557	48,735	.0531	10,167	6,076	3,159	487	2,808	9,919	9,691	604	0	85	.0603	97
Stanstead		36.3	.1507	11.9	.1471	132,281	.1443	42,852	6,763	7,132	5,716	7,148	31,633	10,694	1,303	1,741	96	.1381	92
Témiscamingue		55.0	.2283	17.3	.2140	181,956	.1984	49,973	9,188	17,421	15,722	9,159	40,672	13,788	1,861	1,933	87	.1955	86
Témiscouata		19.3	.0802	5.3	.0655	47,142	.0514	10,406	3,088	6,832	2,572	3,055	10,419	4,825	1,878	755	64	.0567	71
Terrebonne	514	184.2	.7646	58.5	.7235	712,216	.7768	213,467	79,302	32,624	33,212	33,038	136,451	61,150	9,458	16,319	102	.7278	95
St-Jérôme		24.2	.1005	10.0	.1237	168,455	.1837	50,369	15,123	11,365	12,645	9,489	24,444	9,234	3,209	4,244	183	.1311	130
Vaudreuil	514	40.8	.1693	13.0	.1607	171,802	.1874	57,619	17,099	2,360	3,516	7,278	38,880	15,790	1,032	3,382	111	.1953	115
Verchères		63.9	.2653	19.6	.2424	195,169	.2129	51,967	12,908	3,983	4,288	5,982	65,906	17,052	2,043	3,833	80	.2324	88
Wolfe		14.8	.0614	4.4	.0544	34,614	.0377	10,472	2,247	2,124	1,301	1,383	9,464	2,443	471	0	61	.0445	72
Yamaska		15.4	.0639	4.5	.0557	29,832	.0326	10,476	2,381	4,350	551	487	4,920	3,697	277	248	51	.0446	70
Province Totals		6,325.4	26.2569	2,099.1	25.9588	22,980,871	25.0641	6,305,182	2,100,319	2,543,728	1,339,158	917,740	4,346,930	1,471,170	307,655	460,627	95	25.0048	95

Que. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over						$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Abitibi		616,002	.3094	6,696	22,138	1.7	4.8	2.8	16.1	74.6	**Bonaventure**		209,785	.1054	4,867	18,085	6.3	9.5	6.6	29.5	48.1
Argenteuil		240,022	.1206	7,668	22,644	7.4	13.3	15.6	45.7	18.0	**Brome**		107,941	.0542	6,746	20,366	7.1	19.5	14.9	9.7	48.8
Arthabaska		355,948	.1788	6,300	20,224	1.8	7.7	8.8	49.8	31.9	**Chambly**	514	2,549,647	1.2807	8,300	25,169	3.2	4.9	5.1	21.5	65.3
Victoriaville		159,685	.0802	7,532	21,291	1.9	11.7	13.3	51.2	21.9	Boucherville		237,975	.1195	7,627	26,442	2.3	3.7	4.9	25.2	63.9
Bagot		145,727	.0732	5,299	17,991	2.3	5.4	7.8	32.7	51.8	Longueuil		1,176,731	.5911	8,921	24,313	2.1	4.6	4.6	26.1	62.6
Beauce		466,114	.2341	6,483	22,518	4.2	7.1	8.5	43.0	37.2	St-Bruno-de-Montarville		247,322	.1242	9,093	31,708	1.5	2.2	2.6	15.7	78.0
Beauharnois		325,516	.1635	6,383	19,376	3.9	5.4	3.1	17.6	70.0	St-Hubert		382,017	.1919	6,655	22,340	6.0	7.9	7.6	21.2	57.3
Valleyfield		200,849	.1009	7,304	20,495	3.6	3.8	2.9	17.7	72.0	St-Lambert		285,138	.1432	12,844	34,773	1.9	2.0	2.0	10.3	83.8
Bellechasse		130,583	.0656	5,753	20,404	4.4	3.8	4.9	42.6	44.3	**Champlain**	533	869,187	.4366	6,965	21,730	4.9	9.2	7.8	23.6	54.5
Berthier		198,705	.0998	6,210	19,674	3.5	5.3	2.0	58.6	30.6	Cap-de-la-Madeleine		256,063	.1286	7,074	20,162	2.6	8.3	6.4	18.5	64.2



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*(*as recognised by Statistics Canada)*

Que. (cont.)

SMRB ESTIMATES

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
						A	B	C	D	E
Charlevoix-Est		**106,973**	**.0538**	**5,630**	**20,572**	**2.6**	**2.2**	**3.8**	**22.8**	**68.6**
Charlevoix-Ouest		**82,878**	**.0416**	**5,212**	**19,274**	**4.3**	**2.7**	**4.0**	**20.6**	**68.4**
Châteauguay	.514	**393,198**	**.1975**	**6,488**	**21,724**	**4.4**	**5.8**	**3.8**	**19.2**	**66.8**
Châteauguay		285,094	.1432	7,236	23,758	5.1	6.7	3.7	22.1	62.4
Chicoutimi	.503	**1,081,198**	**.5431**	**6,268**	**21,711**	**2.1**	**3.7**	**4.3**	**22.0**	**67.9**
▲Chicoutimi		411,901	.2069	6,698	21,794	2.3	3.7	3.5	19.8	70.7
▲Jonquière		400,575	.2012	6,621	22,010	1.9	4.9	6.3	5.5	81.4
La Baie		109,538	.0550	5,167	18,566	2.2	2.8	2.3	13.6	79.1
Compton		**112,376**	**.0564**	**5,482**	**18,125**	**9.3**	**4.7**	**3.7**	**19.0**	**63.3**
Deux-Montagnes	.514	**454,309**	**.2283**	**7,121**	**23,418**	**2.2**	**5.4**	**4.9**	**16.1**	**71.4**
St-Eustache		202,246	.1016	7,690	24,367	2.2	5.4	4.9	16.0	71.5
Dorchester		**220,623**	**.1108**	**6,566**	**23,723**	**3.2**	**5.2**	**6.3**	**51.6**	**33.7**
Drummond		**483,339**	**.2428**	**6,846**	**20,480**	**3.1**	**8.3**	**9.9**	**47.3**	**31.4**
Drummondville		224,906	.1130	7,702	19,223	4.4	11.8	14.0	36.6	33.2
Frontenac		**155,452**	**.0780**	**5,911**	**19,930**	**3.7**	**26.2**	**18.5**	**23.9**	**27.7**
Gaspé-Est		**224,977**	**.1131**	**5,905**	**23,194**	**7.2**	**5.5**	**4.7**	**39.9**	**42.7**
Gaspé-Ouest		**121,004**	**.0607**	**6,237**	**22,408**	**6.4**	**5.7**	**5.6**	**38.1**	**44.2**
Gatineau	.517	**316,323**	**.1589**	**6,469**	**20,811**	**3.5**	**4.3**	**4.1**	**18.1**	**70.0**
Aylmer		280,241	.1408	9,158	27,747	1.9	2.9	2.1	17.9	75.2
Hull	.517	**1,256,390**	**.6311**	**9,144**	**27,313**	**2.2**	**4.3**	**4.7**	**22.5**	**66.3**
Gatineau		610,865	.3068	7,431	25,775	2.7	4.5	4.3	25.7	62.8
▲Hull		645,525	.3243	11,694	28,947	1.7	4.1	5.0	19.1	70.1
Huntingdon		**114,359**	**.0575**	**6,215**	**19,383**	**3.0**	**13.0**	**10.9**	**58.9**	**14.2**
Iberville		**197,106**	**.0990**	**8,570**	**27,761**	**.9**	**4.6**	**2.2**	**48.6**	**43.7**
Île-de-Montréal	.514	**15,376,166**	**7.7235**	**8,966**	**23,255**	**5.4**	**8.2**	**7.4**	**31.9**	**47.1**
Anjou		368,916	.1552	8,349	25,321	2.4	6.3	7.0	35.4	48.9
Beaconsfield		235,196	.1181	11,760	42,763	.4	.9	1.1	11.6	86.0
Côte-St-Luc		364,986	.1833	14,038	36,137	1.7	3.2	3.3	19.6	72.2
Dollard-des-Ormeaux		448,871	.2255	9,332	31,172	.6	1.8	2.4	31.4	63.8
Lachine		299,808	.1506	8,818	23,985	4.0	8.0	7.3	36.4	44.3
LaSalle		677,159	.3401	8,783	24,184	2.7	7.4	7.7	40.2	42.0
▲Montréal		8,191,412	4.1146	8,723	20,912	7.2	9.7	8.4	31.5	43.2
Montréal-Nord		843,569	.4237	8,103	22,616	3.9	9.2	9.2	39.3	38.4
Mont-Royal		296,616	.1490	16,479	47,082	1.0	1.5	1.4	12.4	83.7
Outremont		290,475	.1459	12,103	34,174	3.3	5.0	4.6	19.2	67.9
Pierrefonds		313,074	.1573	8,239	27,953	1.1	3.5	4.2	34.0	57.2
Pointe-aux-Trembles		238,619	.1199	6,628	23,394	3.7	9.0	9.4	37.0	40.9
Pointe-Claire		275,441	.1384	11,976	34,430	1.1	2.3	2.5	23.4	70.7
St-Laurent		681,351	.3422	10,798	28,155	2.4	5.2	5.2	30.9	56.3
St-Léonard		890,374	.4472	8,014	23,807	2.3	5.6	6.1	36.5	49.5
Verdun		512,989	.2577	8,536	21,024	6.1	10.2	9.4	36.0	38.3
Westmount		369,743	.1857	18,487	47,403	1.4	2.3	2.0	11.5	82.8
Île-Jésus	.514	**1,907,825**	**.9584**	**7,447**	**24,649**	**2.4**	**6.5**	**6.9**	**35.0**	**49.2**
Laval		1,907,825	.9583	7,447	24,649	2.4	6.5	6.9	35.0	49.2
Îles-de-la-Madeleine		**65,510**	**.0329**	**4,853**	**19,268**	**10.2**	**7.1**	**5.6**	**45.9**	**31.2**
Joliette		**453,439**	**.2277**	**7,608**	**23,253**	**2.9**	**5.0**	**4.5**	**42.8**	**44.8**
Kamouraska		**187,578**	**.0943**	**6,232**	**22,068**	**5.6**	**13.0**	**16.3**	**35.5**	**29.6**
Labelle		**212,253**	**.1066**	**6,654**	**21,440**	**2.3**	**5.3**	**4.1**	**69.8**	**18.5**
Lac-St-Jean-Est		**322,952**	**.1622**	**6,686**	**24,282**	**6.0**	**7.7**	**10.5**	**22.5**	**53.3**
Alma		179,282	.0901	6,519	22,134	6.1	7.9	8.3	25.5	52.2
Lac-St-Jean-Ouest		**347,094**	**.1743**	**5,681**	**21,294**	**8.8**	**8.3**	**9.6**	**23.2**	**50.1**
Laprairie	.514	**740,393**	**.3720**	**7,352**	**25,356**	**4.3**	**7.0**	**6.1**	**15.1**	**67.5**
Brossard		464,694	.2334	8,542	28,863	4.2	6.8	5.9	14.7	68.4
L'Assomption	.514	**772,181**	**.3878**	**7,163**	**24,436**	**2.1**	**2.8**	**2.1**	**15.8**	**77.2**
Repentigny		298,830	.1501	8,712	27,928	2.0	2.7	2.1	15.6	77.6
Lévis	.520	**693,560**	**.3484**	**7,863**	**25,220**	**2.3**	**4.4**	**4.1**	**24.3**	**64.9**
L'Islet		**137,938**	**.0693**	**6,386**	**23,379**	**3.8**	**8.0**	**5.9**	**57.5**	**24.8**
Lotbinière		**185,401**	**.0931**	**6,222**	**21,812**	**3.0**	**25.1**	**10.8**	**20.1**	**41.0**
Maskinongé		**119,310**	**.0600**	**5,575**	**18,355**	**1.6**	**2.1**	**2.3**	**14.4**	**79.6**
Matane		**185,449**	**.0931**	**6,507**	**21,316**	**7.1**	**9.7**	**7.2**	**29.5**	**46.5**
Matapédia		**128,359**	**.0645**	**5,304**	**19,448**	**9.2**	**11.7**	**7.7**	**25.0**	**46.4**
Mégantic		**338,289**	**.1699**	**5,945**	**19,899**	**5.8**	**8.8**	**9.9**	**24.0**	**51.5**
Thetford Mines		122,488	.0615	6,034	17,498	9.1	6.5	9.3	15.1	60.0
Missisquoi		**238,428**	**.1198**	**6,679**	**20,378**	**3.9**	**5.9**	**5.1**	**25.6**	**59.5**
Montcalm		**135,165**	**.0679**	**5,120**	**15,536**	**5.1**	**7.3**	**4.0**	**10.0**	**73.6**
Montmagny		**163,968**	**.0823**	**6,507**	**22,773**	**5.1**	**10.0**	**14.8**	**50.2**	**19.9**
Montmorency 1	.520	**151,213**	**.0760**	**6,274**	**21,915**	**1.6**	**1.6**	**3.0**	**8.3**	**85.5**
Montmorency 2	.520	**47,738**	**.0240**	**6,451**	**21,699**	**1.6**	**1.0**	**1.6**	**6.0**	**89.8**
Napierville		**93,069**	**.0467**	**6,843**	**23,864**	**4.0**	**7.4**	**6.9**	**44.0**	**37.7**
Nicolet		**256,489**	**.1288**	**7,413**	**24,902**	**4.0**	**8.0**	**6.1**	**34.2**	**47.7**
Nouveau-Québec Terr.		**279,341**	**.1404**	**7,674**	**31,038**	**1.6**	**3.5**	**2.3**	**12.7**	**79.9**
Papineau		**217,980**	**.1095**	**5,450**	**17,164**	**5.9**	**6.6**	**5.8**	**12.9**	**68.8**
Pontiac		**118,343**	**.0594**	**5,556**	**18,491**	**7.4**	**11.1**	**6.5**	**19.2**	**55.8**
Portneuf		**409,701**	**.2058**	**6,629**	**21,793**	**3.9**	**9.7**	**10.9**	**18.5**	**57.0**
Québec	.520	**3,859,258**	**1.9385**	**8,523**	**25,060**	**3.4**	**5.8**	**6.8**	**26.8**	**57.2**
Beauport		592,524	.2976	10,181	32,378	.2	1.7	2.0	20.1	76.0
Charlesbourg		743,296	.3734	10,425	34,897	.1	1.2	1.5	18.5	78.7
▲Québec		1,361,592	.6839	8,531	21,613	7.7	7.4	7.9	45.3	31.7
Ste-Foy		1,031,652	.5182	14,675	41,432	.1	.5	.6	11.8	87.0
Richelieu		**451,890**	**.2270**	**8,775**	**27,387**	**.8**	**1.4**	**1.2**	**30.8**	**65.8**
Richmond		**287,730**	**.1446**	**7,248**	**23,393**	**1.3**	**2.7**	**2.9**	**9.0**	**84.1**
Rimouski		**497,176**	**.2497**	**7,387**	**24,018**	**7.6**	**6.4**	**5.0**	**34.1**	**46.9**
Rimouski		268 778	.1350	9,080	26,095	7.3	4.4	5.4	35.0	47.9
Rivière-du-Loup		**291,842**	**.1466**	**7,066**	**22,980**	**4.4**	**4.4**	**4.6**	**25.9**	**60.7**
Rouville		**289,326**	**.1453**	**6,905**	**22,256**	**3.3**	**7.7**	**10.5**	**33.7**	**44.8**
Saguenay		**1,014,962**	**.5098**	**8,333**	**28,115**	**2.6**	**4.1**	**2.1**	**9.3**	**81.9**
Sept-Îles		306,466	.1539	8,706	24,916	1.7	3.8	1.0	7.8	85.7
St-Hyacinthe		**333,354**	**.1675**	**5,728**	**16,751**	**5.1**	**7.0**	**10.2**	**39.0**	**38.7**
St-Hyacinthe		312,102	.1568	6,640	18,041	4.3	7.8	10.7	36.4	40.8
St-Jean		**476,066**	**.2391**	**8,640**	**25,873**	**2.9**	**6.6**	**9.4**	**37.4**	**43.7**
St-Jean-sur-Richelieu		341,665	.1716	9,570	26,486	2.9	7.7	8.4	42.4	38.6
St-Maurice	.533	**734,346**	**.3689**	**6,634**	**18,975**	**8.3**	**7.5**	**5.4**	**18.9**	**59.9**
△Shawinigan		164,806	.0828	6,754	17,914	9.7	5.6	5.3	24.1	55.3
△Trois-Rivières		391,994	.1969	7,424	19,122	10.6	6.5	6.4	11.4	65.1
Shefford		**483,968**	**.2431**	**7,300**	**22,099**	**3.3**	**7.4**	**5.6**	**42.8**	**40.9**
Granby		339,569	.1706	9,253	24,606	2.4	4.9	3.2	44.2	45.3
Sherbrooke	.528	**915,973**	**.4601**	**8,419**	**24,168**	**5.8**	**6.5**	**6.1**	**33.9**	**47.7**
△Sherbrooke		612,387	.3076	8,811	23,463	4.8	8.2	7.2	36.7	43.1

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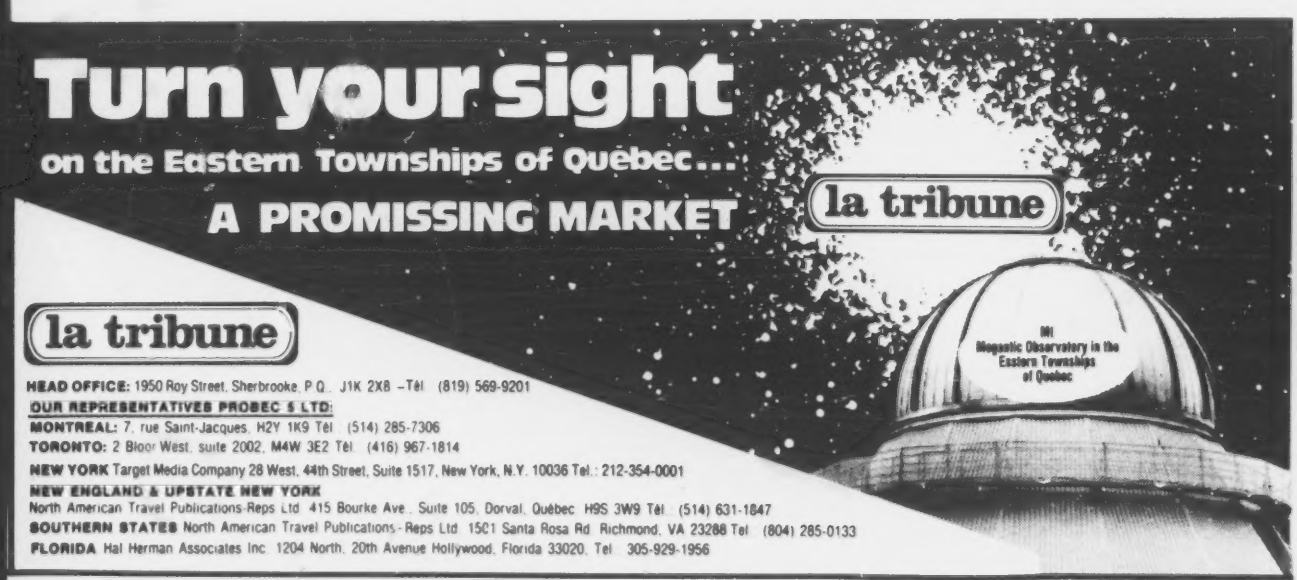
Que. (cont.) ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over						$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Soulanges		126,973	.0638	8,465	28,216	5.1	10.2	9.3	24.3	51.1	Vaudreuil	514	419,377	.2107	10,279	32,260	5.1	12.1	6.1	30.1	46.6
Stanstead		257,055	.1291	7,081	21,601	5.5	12.7	12.5	31.1	38.2	Verchères		459,567	.2308	7,192	23,447	2.1	2.2	3.4	16.2	76.1
Témiscamingue		359,964	.1808	6,545	20,807	5.1	6.0	4.5	23.1	61.3	Wolfe		82,878	.0416	5,600	18,836	10.3	12.7	12.3	21.2	43.5
Témiscouata		100,393	.0504	5,202	18,942	6.8	5.9	6.0	28.1	53.2	Yamaska		88,183	.0443	5,726	19,596	2.3	1.3	1.1	38.4	56.9
Terrebonne	514	1,360,896	.6836	7,388	23,263	4.6	6.6	6.9	26.9	55.0											
St-Jérôme		222,377	.1117	9,189	22,238	3.6	6.9	8.5	27.3	53.7	Province Totals		48,711,991	24.4684	7,701	23,206	4.4	7.0	6.6	28.7	53.3

PRINCE EDWARD ISLAND

P.E.I. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980										SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Kings		18.9	.0785	5.6	.0693	45,350	.0495	9,329	2,245	10,513	1,257	392	7,313	6,717	39	977	63	.0552	70
Prince		46.1	.1913	13.1	.1620	127,457	.1390	22,929	5,837	36,713	3,826	2,474	27,164	11,424	338	3,279	73	.1402	73
Queens		59.1	.2453	18.5	.2287	223,497	.2437	42,899	19,161	47,155	9,233	7,766	45,981	19,881	1,024	6,540	99	.2295	94
Province Totals		124.1	.5151	37.2	.4600	396,304	.4322	75,157	27,243	94,381	14,316	10,632	80,458	38,022	1,401	10,796	84	.4249	82

P.E.I. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over						$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Kings		98,261	.0494	5,199	17,547	8.5	24.3	20.4	27.8	19.0	Queens		427,134	.3145	7,227	23,088	7.5	13.3	13.0	34.6	31.6
Prince		239,740	.1204	5,200	18,301	8.0	18.3	17.8	30.9	25.0	Province Totals		765,135	.3843	6,165	20,568	7.8	16.7	15.8	32.3	27.4



NOVA SCOTIA

N.S. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Annapolis		**23.4**	**.0972**	**7.2**	**.0891**	**82,686**	**.0902**	**15,483**	**4,074**	**13,908**	**1,838**	**2,183**	**25,500**	**4,322**	**2,113**	**2,865**	**93**	**.0863**	**89**
Antigonish		**18.5**	**.0768**	**5.0**	**.0618**	**92,159**	**.1005**	**16,012**	**7,207**	**10,940**	**3,010**	**1,300**	**30,912**	**7,517**	**769**	**2,605**	**131**	**.0743**	**97**
Cape Breton	**530**	**123.8**	**.5139**	**34.9**	**.4316**	**351,586**	**.3835**	**106,160**	**21,836**	**65,306**	**20,285**	**8,854**	**55,578**	**22,115**	**1,501**	**9,390**	**75**	**.3991**	**78**
△Glace Bay		20.3	.0843	5.9	.0730	51,271	.0559	20,171	2,670	9,760	2,545	1,046	6,857	2,294	458	1,048	66	.0621	74
△Sydney		27.4	.1137	8.9	.1101	155,258	.1693	42,861	9,325	27,419	13,005	4,736	33,354	6,113	723	5,564	149	.1263	111
Colchester		**47.1**	**.1955**	**15.3**	**.1892**	**198,137**	**.2161**	**34,424**	**10,207**	**32,606**	**6,047**	**7,880**	**50,517**	**18,421**	**2,002**	**7,403**	**111**	**.1803**	**92**
Cumberland		**36.4**	**.1511**	**12.1**	**.1496**	**87,428**	**.0953**	**22,587**	**3,454**	**14,684**	**3,355**	**1,766**	**17,515**	**8,558**	**1,154**	**3,768**	**63**	**.1007**	**67**
Digby		**20.9**	**.0867**	**6.6**	**.0817**	**57,325**	**.0626**	**15,911**	**2,206**	**8,265**	**1,134**	**2,475**	**12,193**	**4,987**	**993**	**1,784**	**72**	**.0681**	**79**
Guysborough		**13.4**	**.0557**	**4.1**	**.0507**	**18,987**	**.0207**	**7,047**	**1,486**	**4,467**	**92**	**141**	**118**	**2,296**	**0**	**434**	**37**	**.0307**	**55**
Halifax	**506**	**285.7**	**1.1859**	**95.7**	**1.1835**	**1,077,279**	**1.1749**	**249,621**	**105,345**	**147,528**	**64,532**	**24,943**	**231,913**	**68,794**	**4,448**	**43,268**	**99**	**1.2176**	**103**
△Dartmouth		66.2	.2748	22.6	.2795	255,409	.2786	72,597	21,445	29,271	12,309	7,793	64,544	13,088	692	11,973	101	.2972	108
▲Halifax		111.3	.4620	43.3	.5355	637,785	.6956	128,450	77,914	108,750	47,994	15,440	130,089	29,740	2,235	19,670	151	.5924	128
Hants		**35.3**	**.1465**	**10.5**	**.1298**	**81,037**	**.0884**	**27,634**	**4,614**	**9,567**	**2,535**	**2,209**	**18,299**	**8,839**	**2,613**	**1,328**	**60**	**.1135**	**77**
Inverness		**21.5**	**.0893**	**6.0**	**.0742**	**65,475**	**.0714**	**12,206**	**3,565**	**16,911**	**1,968**	**1,106**	**6,618**	**6,425**	**315**	**1,783**	**80**	**.0653**	**73**
Kings		**50.6**	**.2100**	**16.1**	**.1991**	**171,027**	**.1865**	**44,374**	**8,537**	**26,269**	**5,152**	**5,974**	**38,903**	**9,909**	**2,828**	**9,122**	**89**	**.1973**	**94**
Lunenburg		**48.7**	**.2022**	**16.3**	**.2016**	**181,609**	**.1981**	**45,067**	**10,397**	**29,673**	**6,483**	**4,355**	**31,561**	**11,770**	**1,730**	**8,895**	**98**	**.1743**	**86**
Pictou		**52.1**	**.2163**	**16.4**	**.2028**	**169,506**	**.1849**	**43,961**	**8,931**	**22,025**	**8,971**	**4,228**	**35,345**	**12,988**	**3,339**	**7,659**	**85**	**.1823**	**84**
Queens		**13.5**	**.0560**	**4.5**	**.0556**	**42,114**	**.0459**	**9,460**	**743**	**7,591**	**1,409**	**1,633**	**9,040**	**4,159**	**1,096**	**1,823**	**82**	**.0466**	**83**
Richmond		**13.4**	**.0556**	**3.7**	**.0458**	**19,357**	**.0211**	**6,249**	**2,009**	**3,616**	**105**	**159**	**1,741**	**2,378**	**0**	**551**	**38**	**.0325**	**58**
Shelburne		**18.9**	**.0785**	**6.0**	**.0742**	**52,263**	**.0570**	**7,323**	**3,340**	**13,346**	**1,433**	**1,535**	**12,486**	**4,808**	**505**	**976**	**73**	**.0586**	**75**
Victoria		**7.8**	**.0323**	**2.3**	**.0284**	**26,033**	**.0284**	**3,849**	**1,667**	**4,576**	**0**	**30**	**10,243**	**3,272**	**0**	**473**	**88**	**.0254**	**79**
Yarmouth		**25.4**	**.1055**	**8.2**	**.1014**	**82,194**	**.0896**	**20,147**	**6,290**	**11,406**	**5,526**	**3,235**	**12,001**	**6,020**	**2,352**	**3,303**	**85**	**.0860**	**82**
Province Totals		**856.4**	**3.5550**	**270.9**	**3.3501**	**2,856,202**	**3.1151**	**687,515**	**206,508**	**442,686**	**134,875**	**74,006**	**600,483**	**208,078**	**27,758**	**107,430**	**88**	**3.1389**	**88**

N.S. ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Annapolis		**158,663**	**.0797**	**6,780**	**22,037**	**7.9**	**12.1**	**16.1**	**27.3**	**36.6**
Antigonish		**114,526**	**.0576**	**6,191**	**22,905**	**7.7**	**14.2**	**9.5**	**27.0**	**41.6**
Cape Breton	**530**	**721,900**	**.3626**	**5,831**	**20,685**	**6.0**	**8.6**	**6.5**	**33.9**	**45.0**
△Glace Bay		113,248	.0569	5,579	19,195	7.2	8.8	6.5	35.9	41.6
△Sydney		210,056	.1055	7,666	23,602	3.8	6.2	5.4	33.2	51.4
Colchester		**304,328**	**.1528**	**6,461**	**19,891**	**8.3**	**13.0**	**13.7**	**26.3**	**38.7**
Cumberland		**166,822**	**.0838**	**4,583**	**13,787**	**8.1**	**13.1**	**8.3**	**53.7**	**16.8**
Digby		**126,770**	**.0637**	**6,066**	**19,208**	**11.1**	**15.6**	**8.0**	**44.6**	**20.7**
Guysborough		**53,586**	**.0269**	**3,999**	**13,070**	**4.7**	**8.0**	**10.3**	**6.0**	**71.0**
Halifax	**506**	**2,499,831**	**1.2557**	**8,750**	**26,122**	**3.7**	**7.5**	**7.8**	**28.0**	**53.0**
△Dartmouth		631,885	.3174	9,545	27,960	2.0	5.7	7.1	22.4	62.8
▲Halifax		1,159,840	.5826	10,421	26,786	3.8	7.1	8.1	34.0	47.0
Hants		**229,943**	**.1155**	**6,514**	**21,899**	**4.3**	**9.0**	**6.6**	**35.0**	**45.1**
Inverness		**103,765**	**.0521**	**4,826**	**17,294**	**8.8**	**8.2**	**5.4**	**17.3**	**60.3**
Kings		**395,673**	**.1988**	**7,820**	**24,576**	**7.1**	**15.0**	**15.1**	**36.4**	**26.4**
Lunenburg		**295,950**	**.1487**	**6,077**	**18,156**	**7.0**	**11.8**	**9.1**	**31.8**	**40.3**
Pictou		**332,979**	**.1672**	**6,391**	**20,304**	**7.1**	**8.1**	**7.4**	**36.9**	**40.5**
Queens		**85,941**	**.0432**	**6,366**	**19,098**	**5.5**	**9.2**	**4.0**	**42.0**	**39.3**
Richmond		**59,760**	**.0300**	**4,460**	**16,151**	**3.2**	**4.5**	**3.1**	**6.9**	**82.3**
Shelburne		**102,894**	**.0517**	**5,444**	**17,149**	**10.8**	**20.7**	**17.4**	**30.0**	**21.1**
Victoria		**41,744**	**.0209**	**5,352**	**18,150**	**6.9**	**19.4**	**16.5**	**31.5**	**25.7**
Yarmouth		**151,306**	**.0761**	**5,957**	**18,452**	**7.5**	**20.3**	**20.6**	**34.5**	**17.1**
Province Totals		**5,946,381**	**2.9870**	**6,943**	**21,950**	**5.9**	**10.2**	**9.2**	**31.4**	**43.3**

NEW BRUNSWICK

N.B. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Albert	**513**	**23.5**	**.0975**	**7.3**	**.0903**	**22,302**	**.0244**	**8,369**	**2,088**	**1,889**	**407**	**722**	**729**	**4,164**	**0**	**1,392**	**25**	**.0631**	**65**
Carleton		**24.9**	**.1034**	**7.9**	**.0977**	**88,859**	**.0969**	**16,343**	**2,593**	**13,623**	**3,486**	**2,091**	**30,318**	**7,818**	**1,854**	**3,082**	**94**	**.0873**	**84**
Charlotte		**25.2**	**.1046**	**8.4**	**.1039**	**76,077**	**.0830**	**18,722**	**6,751**	**10,273**	**2,440**	**2,243**	**20,724**	**2,974**	**1,379**	**2,382**	**79**	**.0856**	**82**
Gloucester		**85.3**	**.3541**	**23.0**	**.2844**	**234,369**	**.2556**	**56,841**	**16,159**	**30,126**	**13,038**	**9,584**	**47,845**	**17,988**	**4,738**	**4,825**	**72**	**.2563**	**72**
Kent		**33.4**	**.1386**	**9.4**	**.1163**	**70,764**	**.0772**	**15,729**	**4,149**	**18,318**	**847**	**2,245**	**8,909**	**8,251**	**0**	**0**	**56**	**.0968**	**70**
Kings	**523**	**49.8**	**.2068**	**15.1**	**.1867**	**97,278**	**.1060**	**26,362**	**5,898**	**8,447**	**1,646**	**2,094**	**27,401**	**11,996**	**476**	**4,427**	**51**	**.1590**	**77**
Madawaska		**37.4**	**.1552**	**10.9**	**.1348**	**104,961**	**.1145**	**25,816**	**11,076**	**10,918**	**6,580**	**4,672**	**24,766**	**5,825**	**1,018**	**2,428**	**74**	**.1233**	**79**
Northumberland		**51.1**	**.2121**	**14.1**	**.1744**	**135,202**	**.1475**	**31,381**	**8,486**	**21,610**	**6,418**	**3,818**	**29,738**	**11,169**	**1,161**	**5,636**	**70**	**.1601**	**75**
Queens		**13.2**	**.0548**	**4.2**	**.0519**	**36,155**	**.0394**	**8,720**	**2,362**	**10,472**	**290**	**167**	**3,433**	**3,637**	**1,026**	**3,190**	**72**	**.0379**	**69**
Restigouche		**43.6**	**.1810**	**12.3**	**.1521**	**119,405**	**.1302**	**27,994**	**5,738**	**17,046**	**7,328**	**3,647**	**30,425**	**8,310**	**1,103**	**3,692**	**72**	**.1306**	**72**
St. John	**523**	**96.2**	**.3993**	**32.3**	**.3995**	**402,563**	**.4391**	**96,557**	**26,894**	**78,064**	**21,581**	**6,349**	**95,538**	**17,609**	**859**	**11,445**	**110**	**.3861**	**97**
▲St. John		88.2	.3661	30.3	.3747	399,576	.4358	96,010	26,810	77,588	21,581	6,249	95,538	17,349	859	10,500	119	.3678	100
Sunbury		**21.3**	**.0884**	**6.2**	**.0766**	**33,958**	**.0370**	**9,808**	**2,319**	**3,419**	**273**	**562**	**1,324**	**4,909**	**273**	**1,647**	**42**	**.0758**	**86**
Victoria		**21.6**	**.0897**	**6.6**	**.0817**	**64,336**	**.0702**	**15,609**	**2,855**	**10,446**	**1,664**	**4,097**	**16,449**	**4,257**	**923**	**1,837**	**78**	**.0664**	**74**
Westmorland	**513**	**106.8**	**.4433**	**34.6**	**.4278**	**459,329**	**.5010**	**94,389**	**26,981**	**85,767**	**22,942**	**9,689**	**115,090**	**31,550**	**1,353**	**19,078**	**113**	**.4255**	**96**
△Moncton		53.4	.2217	19.6	.2424	320,704	.3498	63,037	15,538	64,470	20,111	7,430	68,410	14,355	921	17,970	158	.2613	118
York		**76.0**	**.3155**	**25.1**	**.3104**	**316,545**	**.3447**	**63,920**	**15,712**	**61,146**	**17,867**	**6,024**	**77,112**	**25,355**	**1,905**	**11,737**	**109**	**.3002**	**95**
Fredericton		47.6	.1976	17.1	.2115	262,941	.2868	52,658	13,811	55,281	17,624	5,083	66,113	13,481	1,905	10,161	145	.2173	110
Province Totals		**709.3**	**2.9443**	**217.4**	**2.5885**	**2,261,603**	**2.4667**	**516,560**	**140,061**	**381,564**	**106,807**	**58,004**	**529,801**	**165,812**	**18,068**	**76,798**	**84**	**2.4540**	**83**

N.B. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over					$$ EFFECTIVE BUYING INCOME—1980					% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Albert	513	144,579	.0726	6,152	19,805	6.2	6.0	6.2	30.6	51.0	**St. John**	523	694,851	.3491	7,223	21,512	4.8	8.3	9.2	31.6	46.1
Carleton		149,164	.0749	5,991	18,882	7.9	17.5	15.5	41.8	17.3	▲St. John		652,314	.3277	7,396	21,529	4.4	8.5	9.2	31.9	46.0
Charlotte		158,326	.0795	6,283	18,848	10.2	13.9	14.0	34.5	27.4	**Sunbury**		187,166	.0940	8,787	30,188	1.1	5.4	5.9	58.1	29.5
Gloucester		433,204	.2176	5,079	18,835	7.3	11.4	9.9	27.2	44.2	**Victoria**		109,209	.0548	5,056	16,547	9.2	11.8	10.5	40.5	28.0
Kent		183,062	.0920	5,481	19,475	3.3	12.7	8.8	47.9	27.3	**Westmorland**	513	742,461	.3730	6,952	21,458	5.1	8.7	10.8	26.3	49.1
Kings	523	341,855	.1717	6,865	22,639	4.8	7.8	8.8	30.5	48.1	△Moncton		445,921	.2240	8,351	22,751	3.7	6.9	8.2	24.0	57.2
Madawaska		230,108	.1156	6,153	21,111	5.4	9.2	8.3	39.0	38.1	**York**		532,359	.2674	7,005	21,210	6.1	9.9	10.7	31.7	41.6
Northumberland		292,745	.1470	5,729	20,762	4.9	12.3	9.3	25.4	48.1	Fredericton		365,415	.1836	7,677	21,369	5.9	9.9	13.2	35.8	35.2
Queens		60,561	.0305	4,588	14,419	13.0	10.0	10.3	42.4	24.3											
Restigouche		219,965	.1104	5,045	17,883	3.9	7.4	7.2	15.7	65.8	**Province Totals**		4,479,615	2.2501	6,316	20,605	3.7	9.8	9.8	31.7	43.0

NEWFOUNDLAND

Nfld. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980										SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1	524	244.1	1.0133	66.1	.8175	766,753	.8363	190,906	56,394	112,643	47,584	24,258	171,240	60,949	906	36,071	83	.8202	81
▲St. John's		87.4	.3626	26.3	.3252	495,166	.5401	106,595	29,645	84,890	41,049	20,388	97,763	44,271	705	22,143	149	.4120	114
Division 2		31.2	.1295	7.5	.0927	74,429	.0812	20,352	4,606	21,554	1,266	1,956	8,119	7,927	335	5,015	63	.0919	71
Division 3		26.3	.1092	5.9	.0730	50,975	.0556	12,346	2,495	21,380	3,526	2,456	1,143	2,829	156	1,713	51	.0720	66
Division 4		29.4	.1220	7.0	.0865	61,997	.0676	16,318	5,684	11,003	6,735	2,512	4,893	8,784	313	1,759	55	.0797	65
Division 5		48.2	.2001	12.4	.1534	143,682	.1567	38,491	8,415	26,010	9,292	6,578	24,525	15,127	147	3,486	78	.1597	80
Corner Brook		25.1	.1042	7.1	.0878	114,758	.1252	28,761	6,296	19,152	7,485	4,570	23,531	12,611	0	3,086	120	.1052	101
Division 6		44.2	.1835	11.3	.1397	192,127	.2095	31,058	12,570	37,216	12,515	8,177	57,576	13,408	415	5,135	114	.1775	97
Division 7		44.5	.1847	11.5	.1422	80,577	.0879	23,105	3,926	23,231	1,249	653	11,819	11,394	40	1,688	48	.1229	67
Division 8		55.8	.2316	13.2	.1633	98,300	.1072	20,907	4,478	46,836	3,536	1,853	2,641	10,288	315	2,748	46	.1325	57
Division 9		25.4	.1055	5.8	.0717	42,749	.0467	14,670	2,868	13,685	948	1,138	822	5,118	392	0	44	.0670	64
Division 10		34.4	.1428	8.5	.1051	113,070	.1233	15,362	50,389	26,851	1,541	1,382	17,082	2,757	0	5,163	86	.1258	88
Province Totals		583.5	2.4222	149.2	1.8451	1,624,659	1.7720	383,515	131,825	340,409	88,192	50,963	299,860	138,581	3,019	62,778	73	1.8492	76

Nfld. ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over					$$ EFFECTIVE BUYING INCOME—1980					% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1	524	1,459,894	.7334	5,981	22,086	6.9	11.2	10.6	31.7	39.6	**Division 6**		310,206	.1558	7,018	27,452	4.0	6.4	5.0	24.6	60.0
▲St. John's		706,277	.3548	8,081	26,855	4.2	8.1	9.7	27.4	50.6	**Division 7**		237,116	.1191	5,328	20,619	9.0	9.6	6.2	31.4	43.8
Division 2		165,867	.0833	5,316	22,116	5.2	15.2	7.5	35.7	36.4	**Division 8**		215,271	.1081	3,854	16,308	8.7	11.6	6.1	18.5	55.1
Division 3		133,367	.0670	5,071	22,605	5.7	9.6	9.6	35.3	39.8	**Division 9**		126,882	.0638	4,995	21,876	8.1	16.0	12.3	9.5	54.1
Division 4		139,361	.0700	4,740	19,909	13.0	9.9	3.8	31.3	42.0	**Division 10**		239,966	.1205	6,976	28,231	3.7	5.6	2.3	8.6	79.8
Division 5		289,496	.1454	6,006	23,346	8.0	8.7	6.8	16.3	60.2											
Corner Brook		186,471	.0937	7,429	26,264	5.0	9.1	7.6	18.7	59.6	**Province Totals**		3,317,426	1.6664	5,685	22,235	7.1	10.5	8.2	26.8	47.4

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S&MM
SALES & MARKETING MANAGEMENT

AUGUST 17, 1981
A BILL PUBLICATION
TWO DOLLARS

AN S&MM SPECIAL SECTION
Recruiting's finest hour
Page 57.

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Play ball! With the end of the baseball strike comes a sigh of relief from marketers who use players in promotions. Page 12.

Industrial marketing. Preparing for a possible surge in demand late this year, Lovejoy offers "economic recovery packages" to its 1,000 distributors. Page 12.

Aretê's talking encyclopedia. The publisher tests a videodisc encyclopedia this fall with Magnavox, Phillips, and RCA. Page 13.

Pennsylvania Dutch Co. builds a marketing strategy on wholesomeness, nostalgia, and carefully controlled distribution. Page 16.

Ceiling unlimited. Such companies as Hunter Fans and Emerson Electric aim to make ceiling fans a fixture in U.S. homes. Page 20.

WATS strikes back. The Federal Communications Commission makes it easier for AT&T to sell its WATS service to small companies. Page 20.

Farrell Lines sets its sales. The big shipping line launches a product management system. Page 35.

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S&MM'S
ANNUAL SURVEY OF
EXECUTIVE COMPENSATION
PART 1

An 11% raise is par for the course

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What's Coming Up

Woolrich Co. For 150 years, hunters and hikers bought its famous red and black checked jackets. Now, thanks to smart merchandising and a revved up ad campaign, Woolrich has also become one of the nation's "newest" fashion lines. Sept. 14.

An S&MM Special Section: Sales Incentives. A report on how marketers are using combinations of merchandise and travel to help keep the sales force at peak efficiency. Featured: An S&MM Roundtable and case histories. Sept. 14.

Exxon Office Systems. The big oil marketer blends its office-equipment ventures into one unit. Did it wait too long? Oct. 12.

The robots take over. Don't look now, but the electronics people may have come up with a machine that can do your job—or at least give you a hand. Nov. 16.

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ABP BPA ABC

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S&MM's cover photograph by Carol Lee

executive vice president of merchandising for Kroch's & Brentano's Book Stores in Chicago says this poses no major problem. "Aretê made sure we understood the no-return policy before we accepted the sets, and at first we were reluctant to take them on," he says. "But now we're quite pleased with the results. Aretê came in and trained our sales staff and did a lot to stimulate customer interest. We've already agreed to offer the encyclopedia for a second season." S&MM

ZIP CODES

Before long, 4 more

In one of the niftiest lobbying jobs of the year, the U.S. Postal Service (USPS) seems to have convinced both the White House and Congress that stretching ZIP Codes to nine digits isn't a sinister bureaucratic plot to befuddle us all. Yet the use of "ZIP-Plus-Four" (so named by the USPS) may be limited for several years. It won't officially be offered until 1983, it will be optional, and it will apply only to first-class mail.

Business mailers contacted by S&MM agree that the one-half-cent-per-letter discount to be offered nine-digit users who presort their mailings will be snubbed by all but the very largest direct-mail marketers. Reader's Digest, for example, will probably convert, but it expects only "moderately favorable benefits," says distribution director Coleman (Bill) Hoyt. He estimates that the half-cent discount will save the Digest only $400,000 based on last year's $30 million first-class postage outlay (its total postage bill was $90 million).

In the long run, the success of ZIP-Plus-Four may depend not so much on the presorting incentive as on its value in helping mass mailers pinpoint ever more selective markets. One eager potential user, for example, is Brian Paradise, assistant direct marketing director for Playboy Enterprises. "This will be a good tool for research and analysis, helping define geographic segments from a marketing standpoint," he says.

To help Paradise and like-minded mailers, the USPS last month announced the availability of magnetic tapes matching every home and office building in the U.S. with the new nine-digit codes. The first two of the four add-on digits identify a sector such as several blocks or an individual large building. The second two pinpoint a "segment," which might be one side of a city block or even a single floor in a large building. Tapes can be borrowed free for up to 60 days. Order forms are available from local postmasters and USPS customer services personnel.

Meanwhile, some post offices nationally have already introduced the extra four digits. In Pittsburgh, for example, post office box holders on the South Side were provided with a

MARKETS AT A GLANCE

Suburbs still have it

The surburbs, long marketers' favorite sales terrain because of their upscale characteristics, continue to dominate population growth. While the most talked-about finding of the 1980 Census is the faster growth achieved by nonmetro areas compared to metropolitan areas, the fact is that the communities surrounding the central cities of metropolitan markets are still the fastest growing geographic unit. Surburbanites increased 18% in the 1970s, vs. a 15% gain for nonmetro population and practically no change (0.1%) for central city populaces. More to the point, the numerical increase in the suburbs was twice as great as in the rural areas, 15.6 million vs. 7.5 million. The data shown below update those appearing in the May 18 issue of S&MM because they include the 35 new metropolitan markets recently designated by the federal government.

Metropolitan Status	*1980 Pop.*	*Increase, 1970–80 Number*	*%*	*% of U.S. Total*
U.S.	226,504,825	23,202,794	11.4%	100.0%
Metropolitan				
Markets (318)	169,405,018	15,711,251	10.2	74.8
Central cities (429)	67,930,344	80,047	0.1	30.0
Suburbs	101,474,674	15,631,204	18.2	44.8
Nonmetro areas	57,099,807	7,491,543	15.1	25.2

Note: The 318 metropolitan markets is greater than the 305 reported in the *1981 Survey of Buying Power* because S&MM combined several of the New England metros that are defined by the federal government. The *Survey* uses a county definition for metro areas, whereas in New England the government uses individual cities and towns.
Sources: Census Bureau, 1980 Census of Population and Housing
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S&MM'S ANNUAL SURVEY OF EXECUTIVE COMPENSATION—PART 1

An 11% raise is par for the course

S&MM's annual look at compensation for sales and marketing executives has grown so much that this year we present it in two sections. The first half of the tables appears here, and Part 2 will run in the Sept. 14 S&MM, accompanied by interviews with the 10 best-paid marketers of 1980.

By THAYER C. TAYLOR
Senior Editor/Management Sciences

Sales and marketing executives in S&MM's survey averaged $139,710 in total compensation in 1980. Helped out by the petroleum industry's handsome pay scales, those in nondurable goods led the way with $155,368. Next were those in services, with a $138,098 average. Marketers in durable goods averaged $130,313.

These are the highlights of S&MM's annual survey of compensation for sales and marketing executives. Prepared exclusively for S&MM by Sibson & Co., a Princeton, NJ, consulting firm that specializes in compensation programs, the survey covers 176 executives at 157 companies.

The format of this year's report, changed to include more financial details of marketers' compensation packages, is designed to make it easier for readers to compare their own income with that of their peers. The first column comprises salary, bonuses, commissions, and directors' fees. The second covers other income, such as securities (stock under an employment agreement) and personal benefits (insurance coverage or reimbursements). The third shows total remuneration.

Because the Securities and Exchange Commission has changed the rules on reporting, a comparison of total income for 1980 and 1979 could be misleading. To get around this, S&MM compares the data in the first column of the survey ("Salaries, Fees . . .") on the 101 marketers for whom comparative figures are available.

On this basis, 1980 was *not* one of marketers' best years. Their average compensation rose only 11%, from $136,877 to $152,160, a significant drop from the 16% gain achieved in 1979. Indeed, one out of five received a pay cut. The $152,160 is higher than the overall average of $139,710 because the overwhelming bulk of the other marketers are from small companies.

The reason for the slower gain is that industry after-tax profits dropped 9%, to $151.5 billion, last year. As John A. Fischer, Sibson vice president, notes: "Year-to-year changes in marketers' pay are most heavily impacted by profitability. The reduction in the rate of increase reflects the profit difficulties experienced by many companies last year." Indeed, with most economists expecting corporate profits to remain flat this year, or at best edge up fractionally, the compensation outlook in the short term for marketers is not bright. Fischer predicts that the rate by which salaries will increase this year will be 1%–2% less than last year and that bonuses will be smaller because "corporations have budgeted for profit gains that are not going to come true."

A closer look at the current survey shows that George E. Oakley Jr., senior vice president, sales, Federal Paper Board, scored the biggest pay increase, up 86% to $222,115.

Profits in durable-goods industries plunged 47% last year, but that didn't stop marketers from such companies from dominating the list of execu-

tives with the biggest compensation gains. W.T. Fitzgerald, marketing vice president, Cooper Tire & Rubber, with the second biggest pay raise, was up 76% to $178,759. Tied with the fourth biggest compensation increases, 45%, were Walter C. Fisher, executive vice president, sales and marketing, Zenith, $251,167; Norman Shulman, vice president of flatglass sales, Guardian Industries, $330,020, and Murray J. Yudin, vice president, national sales, Guardian Industries, $333,020.

Overall, among the survey's 84 marketers with durable-goods firms, 83.3% took home fatter pay checks, while 16.7% received smaller ones. A similar pattern prevailed among the 39 marketers in nondurable-goods firms: 82.1% won a raise, 14.5% took a cut, and 2.6% worked for the same amount of dollars. Although high averages were posted in the computer section, marketers in the services category fell on hard times, with only 35.7% winning a raise; more than half, 57.1%, saw their incomes shrink; and 7.1% held even.

Despite the third-biggest pay increase scored by W.R. Howard, executive vice president, marketing and customer services, Piedmont Aviation (up 71% to $119,875), the airline industry's financial turbulence generally buffeted its marketing executives. Two of them experienced the steepest pay cuts shown in S&MM's survey. William H. Waltrip, executive vice president, marketing and planning, Pan Am World Airways (last month promoted to president and chief executive officer), took the biggest cut, 24%, to $144,167. Richard P. Ensign, senior vice president, marketing, Western Airlines, saw his compensation drop 22%, to $139,600.

Other marketers who ended the year with less to show for their efforts were Donald P. McArdle, vice president, marketing, Franklin Electric, down 22% to $75,163; Ewart J. White Jr., vice president Crompton, down 19% to $129,306; and W.D. Peace, vice president, rubber industry sales, National-Standard, down 18% to $106,000.

Sibson's Fischer points out that while most companies pay marketers on the same basis as other members of top management, "the survey shows that among some small firms compensation for top marketing executives exceeds that for other top management people." Examples are Jerome Burke, Magnuson Computer, $232,455 in total remuneration (column 3); John A. Kirkham, Advanced Systems, $127,762; and P. Ralph Helm, Manitowoc, $116,658.

As a rule, bonuses depend on profitability. However, Fischer observes, "We still see bonus arrangements keyed to individual performances. In four instances, marketers' pay (from column 3) equaled or exceeded that of all other executives in the company." Two that stand out are Harold D. White, Context Industries, $173,993, and Larry W. Kifer, TIE/Communications, $302,420. Each earns more than double the pay of their presidents. The other two marketers are Nicholas DiBari, Comdisco, $637,879, and Irving Rousso, Russ Togs, $547,875.

Of course, being in a growing industry can pay off handsomely. Computer-services firms, while ranking a low twenty-seventh in average company sales among the 28 industries covered in S&MM's survey, gave their top marketing executives the fifth highest pay scale, $157,083. Also behind the generosity is a critical manpower shortage in the computer industry that puts talented managers in a strong negotiating position.

Two other categories that are high on the pay scale, although their overall performance during the period was low, are textiles and building materials. Textiles paid their marketers the second highest compensation, $183,231, while ranking fifteenth in average company sales. Building materials had the third highest average pay, $174,899, despite a twentieth position in overall sales performance. Petroleum companies, not surprisingly, were the most generous with their marketers, who averaged $242,901 in compensation last year.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
DURABLE GOODS MFG.							
Aerospace							
Cessna Aircraft	$1,000.1	R.L. Lair *sr. v.p., marketing*	$163,896	+17%	—	$163,896	Merit incentive; compensation stock option; restricted stock
Appliances							
Conair	64.7	Jerry Kampel *v.p., retail sales*	129,500	+35%	$1,400	130,900	Stock option
		Murray Stern *v.p., professional sales*	81,800	+23%	3,200	85,000	
Whirlpool	2,243.2	Jack D. Sparks *exec. v.p., marketing*	159,315	+ 8%	18,187	177,502	Executive incentive bonus; stock option; profit sharing
Automotive							
Champion Spark Plug	799.8	Charles A. Schwalbe Jr. *v.p., sales*	129,842	NA	9,034	138,876	Stock option; bonus
Winnebago Industries	91.9	Fred G. Emmert *v.p., marketing*	52,673	NA	—	52,673	Profit sharing; stock bonus; executive incentive compensation; employee stock purchase; stock option
Building Materials							
Bird & Son	313.2	Donald R. Suva *v.p., marketing, building materials group*	55,000	NA	—	55,000	Incentive bonus; deferred compensation
Guardian Industries	299.1	Murray J. Yudin *v.p., national sales*	333,020	+45%	2,870[1]	335,890	Employee stock ownership; thrift; deferred bonus
		Norman Shulman *v.p., flat glass sales*	333,020	+45%	2,870[1]	335,890	
Midland Glass	169.1	Roy D. Connady[2] *v.p., sales*	70,500	NA	—	70,500	Incentive compensation
		David R. Barry *v.p., sales*	77,750	NA	—	77,750	
Triangle Pacific	207.7	Joseph Nussbaum *exec. v.p., sales & marketing*	150,000	NA	24,364[3]	174,364	Stock incentive; executive medical reimbursement; profit sharing
Computer Peripherals and Terminals							
Beehive International	33.1	B. John Bodell *v.p., sales*	148,779	NA	—	148,779	Incentive bonus; profit sharing; stock option
Compugraphic	277.4	Bryan E. Newman *sr. v.p., marketing*	88,997	+ 6%	500	90,497	Profit sharing; stock option; bonus
Decision Data Computer	43.6	Richard J. Schwab[4] *v.p., marketing*	80,218	NA	323	80,541	Income continuation; bonus; stock option
		Kenneth R. Whitehouse *v.p., oem sales & bus. dev.*	62,654	NA	350	63,004	
Floating Point Systems	42.4	Jon A. Salquist[5] *v.p., marketing*	134,546	NA	15,706	150,252	Bonus; supplemental retirement; stock option

[1]Includes value of stock allocated to executives under employee stock ownership plan.
[2]Resigned Nov. 5, 1980.
[3]May include amounts received from exercise of stock option.
[4]Resigned May 1980.
[5]Resigned Oct. 31, 1980.

NA—Not available.
NC—No change.
NMC—No meaningful change.

Source: Sibson & Co., Inc.
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Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Computer Peripherals and Terminals (continued)							
Four-Phase Systems	$ 197.2	John M. Clark Jr. *v.p., marketing*	$149,333	+ 2%	$ 12,865	$162,198	Profit sharing; stock option; tax reduction stock ownership; employee stock purchase
Mohawk Data Sciences	212.2	Douglas A. Davidson[6] *sr. v.p., marketing*	135,470	+ 5%	137,270[7]	272,740	Executive bonus; stock option
Network Systems	13.1	Mahlon L. Moore *v.p., marketing*	47,667	NA	—	47,667	Stock option; restricted stock; management incentive
Paradyne	75.9	Jerry T. Kendall *v.p., U.S. marketing*	115,207	NA	—	115,207	Profit sharing; stock option; employee stock purchase
		Edmund F. Murphy Jr.[8] *sr. v.p., int'l marketing*	100,314	NA	—	100,314	
Printronix	37.0	Melvin Posin *sr. v.p., marketing*	80,345	+ 6%	260	80,605	Bonus; stock option; stock purchase
Sykes Datatronics	24.2	Albert J. Montevecchio *exec. v.p.*	117,860	NA	1,594	119,454	Stock option
Tektronix	971.3	Lawrence L. Mayhew *group v.p., operations & marketing*	146,524[9]	+ 1%	12,876	159,400	Profit sharing; performance incentive; employee stock purchase; stock option
		Lewis C. Kasch *group v.p, U.S. marketing*	118,850[9]	– 4%	32,655	151,505	
Verbatim Corp.	50.1	Miloslav L. Cermak *v.p., int'l marketing*	96,994	NA	—	96,994	Bonus plan; profit-sharing plan; stock option plan
		Irving H. Hamlin *v.p., marketing*	54,996	NA	—	54,996	
Computer Systems							
Apple Computer	117.1	Gene P. Carter *v.p., sales*	80,091	NA	11,895	91,986	Management bonus plan; profit participation plan; employee stock purchase plan; stock option plan
Burroughs	2,902.4	J. Roy Henry *exec. v.p., marketing*	186,000	+10%	3,242	189,242	Bonus plan; supplemental retirement plan; stock option plan
Computer Products	18.9	Norman E. MacGregor *v.p., sales & mktg. measurement & control systems div.*	91,627	NA	—	91,627	Thrift & savings plan; stock option plan
Cray Research	60.7	Peter L. Appleton Jones *v.p., mktg.*	79,945	NA	54,154	134,099	Stock option plan; incentive compensation plan; profit sharing plan; stock purchase plan
Data General	653.9	Herbert J. Richman *sr. v.p., marketing*	131,000	+18%	—	131,000	Stock option plan; restricted stock option plan; bonus plan; stock purchase plan
Diagnostic/Retrieval Systems	10.1	Jackson Kemper Jr. *v.p., marketing*	60,538	NA	—	60,538	Stock option plan

[6]Resigned August 1980.
[7]Includes amounts received from exercise of stock options.
[8]Resigned December 1980.
[9]May include payments under the profit sharing plan and the stock option plan.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Electronic Assocs.	$ 43.7	Milton Sanders *v.p., marketing*	$ 86,463	+ 5%	—	$ 86,463	Incentive compensation plan; supplemental retirement income plan; stock option plan
Magnuson Computer Systems	27.8	Jerome J. Burke *sr. v.p., marketing*	223,138[10]	NA	9,317	232,455	Management bonus plan; stock option plan; employee stock purchase plan
Prime	267.6	R.M. Morrill *v.p., marketing*	186,904	+16%	750	187,654	Management incentive bonus plan; employee stock purchase plan; stock option plan
Tandem Computers	109.0	David R. Mackie *v.p., headquarters marketing*	87,537	NA	—	87,537	Bonus plan; stock option plan; employee stock purchase plan
Consumer Durables							
Armstrong World Industries	1,323.0	Frederick S. Donnelly Jr. *group v.p., int'l & corp. markets sales operations*	141,000	+ 9%	280	141,280	Stock option plan; stock purchase plan
Bic Pen	192.1	Bruno Bich *v.p., sales & marketing*	126,495	+33%	5,397	131,892	Supplemental retirement plan
Hasbro Industries	104.3	Lawrence Bernstein *v.p., sales*	112,062	NA	—	112,062	Incentive compensation; supplemental retirement plan; stock option plan
Kimball International	215.0	Robert R. Laube *sr. exec. v.p. & dir. of marketing*	145,392	– 9%	4,902	150,294	Bonus plan; profit-sharing plan; stock option plan
Kroehler Manufacturing	45.4	Thomas C. Himes *v-p, mktg.*	72,625	NA	587	73,212	Supplemental retirement plan; bonus plan; stock option plan
Milton Bradley	420.7	George R. Ditomassi Jr., *sr. v.p., mktg.*	136,999	+21%	575	137,574	Bonus plan; deferred compensation plan; stock option plan
National Presto Industries	118.0	Walter G. Ryberg *v.p. marketing*	154,332	+14%	—	154,332	Officer stock purchase plan
Oneida	359.6	Robert E. Sanderson *exec. v.p., marketing*	144,000	+34%	8,275	52,275	Bonus plan; employee stock purchase plan; stock option plan
Polaroid	1,450.8	Richard W. Young *exec. v.p., worldwide marketing*	212,477	+24%	—	212,477	Incentive bonus plan; profit-sharing retirement plan; performance share plan
Snap-On Tools	401.8	Marion F. Gregory *v.p., general manager, sales*	145,940	– 3%	—	145,940	Bonus plan; stock option plan
		Lynn A. Ameche *sr. v.p., marketing*	152,467	NA	—	152,467	

[10]Includes bonus award for previous year's performance.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Consumer Durables (continued)							
Vermont American	$ 186.0	Harold L. Knight *v.p., marketing*	$ 97,500	NA	$ 5,421	$102,921	Employee stock ownership plan; thrift savings plan; profit-sharing plan; bonus plan
Electrical, Electronics							
Advent	30.7	Fred Goldstein *sr. v-p, mktg.*	59,583	NA	—	59,583	Management incentive compensation plan; stock option plan
Analog Devices	135.7	Melvin D. Sallen *group v-p, sales*	123,499	NA	7,910	131,409	Bonus plan; profit sharing; restricted stock plan; employee stock purchase plan; stock option plan
Cubic	196.4	C.C. Wellborn *v-p, mktg.*	81,821	−5%	7,253	89,074	Deferred Compensation plan; profit sharing plan; stock option plan
Data I/O	20.4	Charles J. D'Ambrosia *v-p, sales & marketing*	68,073	NA	7,161	75,234	Bonus plan; stock option plan; employee stock ownership plan; stock purchase plan
Fischer & Porter	185.2	Robert S. Peterson *sr. v-p, mktg.*	64,067	+14%	1,187	65,254	Incentive bonus plan; incentive savings plan; stock option plan
Fisher Scientific	423.6	Thomas P. Lawton, Jr. *sr. v-p, sls. & distribution*	171,544	+37%	765	172,309	Incentive compensation plan; stock investment plan; stock option plan
		Wayne R. Keck *v-p, U.S. sales & distribution*	127,182	+34%	580	127,762	
Franklin Electric	156.1	Donald P. McArdle *v-p, mktg.*	75,163	−22%	—	75,163	Bonus plan; stock option plan; profit sharing plan; stock purchase plan
Square D	999.0	W.R. Clarke *v-p, mktg.*	147,250	+14%	620	147,870	Incentive Compensation plan; stock option plan; phantom stock appreciation plan
Unitrode	103.6	Howard F. Wasserman *v-p, mktg.*	226,000	NA	8,591	234,591	Restricted stock & cash bonus plan; profit sharing plan; performance share plan; executive incentive plan; stock option plan
Zenith	1,185.9	Walter C. Fisher *exec. v-p, sls. & mktg.*	251,167	+45%	24,077	275,244	Incentive compensation plan; profit sharing plan; stock option plan
Instruments							
Kevex	17.0	Richard J. Cushing *v-p, mktg.*	63,376	+ 8%	429	63,805	Profit sharing plan; trust agreement; stock option plan

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Robertshaw Controls	$ 349.0	Arnold C. Hansen *senior v-p, corp. sales*	$109,300	+12%	—	$109,300	Bonus plan; tax reduction act stock ownership plan; stock option plan
Machinery and Equipment							
Baldor Electric	146.5	Robert E. Bender *v-p, sls.*	78,392	+ 3%	$ 8,096	86,488	Profit-sharing plan; stock option plan; bonus plan
Copeland	367.6	T. Gordon Ralph Jr. *v-p, sales*	73,584	+ 9%	2,386	75,970	Incentive bonus plan; stock unit plan
Danly Machine	121.0	John R. Danly *v-p, sales*	118,096	NA	—	118,096	Supplemental retirement plan
The Manitowoc Co.	277.5	P. Ralph Helm *v-p, sales*	116,250	+13%	408	116,658	Profit sharing plan; stock option plan; restricted stock plan
National-Standard	312.9	W. D. Peace[11] *v-p, rubber industry sales*	106,000	−18%	—	106,000	Management bonus plan; performance sales incentive plan; employee savings plan
Parker-Hannifin	1,022.4	Tommy J. McCuistion *v-p, corp. mktg. & economics*	205,575	+ 7%	8,490	214,065	Incentive compensation plan; stock option plan; profit sharing plan; savings plan
Steiger Tractor	121.2	E.W. Muehlhausen *v-p, mktg.*	73,200	NA	2,466	75,666	Incentive compensation plan; supplemental retirement and death plan; employee savings plan; stock option plan
Metals and Mining							
Brass-Craft Mfg.	63.8	Leonard C. Andrus *v-p, marketing*	88,000	NA	—	88,000	Profit sharing plan; stock option plan
CBI Industries	682.3	B.V. Moore *sr. v-p, sales*	198,410	NA	4,063	202,473	Profit sharing plan; restricted stock plan; employee stock purchase plan; supplemental death benefit plan
Cleveland Cliffs Iron	377.3	Frank S. Forsythe *sr. v-p, sales*	98,000	NA	642	98,642	Tax reduction act stock owner ship plan; restricted stock plan; stock option plan
Revere Copper & Brass	748.1	J. W. Eason *exec. v-p, aluminum sls.*	165,000	+ 3%	168	165,168	Incentive compensation plan; tax reduction act stock ownership plan

[11]Retired Sept. 30, 1980.

PART 2 OF S&MM'S ANNUAL COMPENSATION SURVEY WILL APPEAR IN THE SEPT. 14 ISSUE.

RECRUITING ON CAMPUS

Why Johnny can't sell

By EUGENE M. JOHNSON
Prof. of Marketing
Univ. of Rhode Island

More than ever, your recruiting on campus will turn up young people who have actually had a sales course while in college. But just how valuable is the training such recruits bring to the job? Two surveys conducted recently to find out what should be included in college courses that are intended to prepare students for sales careers show that sales managers and college professors disagree, sometimes profoundly, on what should be taught both in selling and sales management courses.

One of the surveys included 331 sales managers who responded to a questionnaire. Three-fifths of the respondents report that their companies hire recent college graduates for sales. They also indicate a preference for business and marketing majors. The other survey, designed to review the current status of college instruction in selling and sales management, included professors and instructors at 207 colleges and universities.

The two surveys contained similar questions to obtain respondents' feelings about which topics should be covered in college courses. The comparison of opinions is shown in Table 1. Sales managers clearly put more emphasis on personal development skills and qualities than do college instructors. Time management, self-motivation, and communications are ranked as the three most important topics by managers. In contrast, college instructors teaching sales and sales management rank understanding buyer behavior as most important, with handling objections and sales presentations and demonstrations rated second and third.

Similar questions were also used to determine feelings about topics for a sales management course. Again, there are some important differences (see Table 2). Sales managers put time management at the top of their lists, while college professors consider this topic less important. There is also disagreement on the importance of salesmanship fundamentals in a college sales management course. And the professors rated training and recruiting more important college topics than managers did.

What must be done to close the gap between what sales managers would like college students to be taught and what they are, in fact, being taught? A good beginning would be for managers to offer input—and for professors to pay close attention to it. S&MM

Prof. Johnson's previous contributions to S&MM include a survey of sales management problems (Oct. 15, 1979) and the attitude of college students toward a career in selling (March, 1979).

Take this test

What elements of selling do you think should be stressed in a college sales course to ensure that future recruits have the skills they'll need in the field? Rank by order of their importance, in your view, the following 16 elements. To find out how other sales managers voted—and also the opinions of college instructors who teach selling—turn to Table 1 on facing page.

	Ranking
Closing techniques	☐
Prospecting	☐
Self-motivation	☐
Sales training	☐
Handling objections	☐
Routing and territory management	☐
Time management	☐
Approach	☐
Rewards of selling	☐
Communications	☐
Understanding buyer behavior	☐
Career opportunities in selling	☐
Professionalism in selling	☐
Planning sales calls	☐
Sales presentations and demonstrations	☐
Environment of selling	☐

TABLE 1

Content of Sales Course

Topic	Sales Managers' Ranking	College Professors' Ranking
Time management	1	9
Self-motivation	2	10
Communications	3	6
Planning sales calls	4	5
Handling objections	5	2
Professionalism in selling	6	11
Closing techniques	7	4
Understanding buyer behavior	8	1
Sales presentations and demonstrations	9	3
Routing and territory management	10	14
Prospecting	11	8
Sales training	12	12
Career opportunities in selling	13	13
Environment of selling	14	15
Approach	15	7
Rewards of selling	16	16

TABLE 2

Content of Sales Management Courses

Topic	Sales Managers' Ranking	College Professors' Ranking
Time management	1	10
Salesmanship fundamentals	2	18
Incentives and motivation	3	1
Territory management	4	5
Sales and market forecasting	5	8
Personal supervision	6	13
Training	7	3
Recruiting	8	4
Budgeting and controlling sales expenses	9	9
Orientation of new salespeople	10	15
Evaluation	11	2
Careers in sales	12	17
Environment of sales management	13	16
Ethical and social responsibilities	14	14
Cost analysis and control	15	12
Sales volume analysis	16	11
Selection	17	6
Compensation	18	7
Future of sales management	19	19

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THE COMPUTER IN MARKETING
Giving sales leads a leading edge
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SEPTEMBER 14, 1981
A BILL PUBLICATION
TWO DOLLARS

SALES INCENTIVES GET THE JOB DONE

AN S&MM SPECIAL SECTION: *When there are sales to be made, new accounts to open, or dealer relationships to build, special incentive programs keep the sales force on the move.* *Page 67.*

S&MM'S
ANNUAL SURVEY OF
EXECUTIVE COMPENSATION
PART 2
Plus

How they make it at the top

S&MM concludes its exclusive survey of what the nation's best-paid sales and marketing executives earned in total compensation last year with a look at the top 10—the very highest of the high earners. Each tells how he made it to the top and how he is able to stay there. Survey continuation begins on page 42.

Inside Out

Franchising. In Massachusetts, health-food chain Byers Restaurants goes deep for success; in southern California, Spaghetti Pot goes ethnic. Page 14.

Marketing strategies. Nobody noticed that when IBM brought out its line of personal computers, it broke some of its traditional marketing rules. Page 18.

Supermarkets. The trend is supposed to be products and stores sans frills, but Lunds, in Minneapolis, has other ideas, and they work. Page 21.

Be a restaurant critic! Name your favorite places to dine in this year's Business Executives' Dining Awards (BEDA) competition. The ballot is on page 123.

Tax cuts. Early returns on how we plan to spend bigger tax refunds indicate that industrial, not consumer-goods marketers, will be the big winners. Page 156.

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You oughta be in pictures!

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What's Coming Up

An S&MM Special Section: Fleet Cars. Detroit showers fleet-car buyers with early-order incentives, offering them a chance to sidestep high interest rates. Why, then, are so many sales fleets keeping their cars on the road months longer than usual? Oct. 12.

Woolrich Co. For 150 years, hunters and hikers bought its famous red-and-black-checked jackets. Now, thanks to smart merchandising and a revved-up ad campaign, Woolrich has become one of the nation's "newest" fashion lines. Oct. 12.

Dividing the "mud" pie. Like others in the oil-field industry, marketers of drilling fluid—they call it "mud"—are getting more sophisticated. S&MM reports on how such leaders as Dresser's Magcobar Div., NL Industries' NL Baroid, and Halliburton's IMCO Services Div. scramble for sales in a market worth $3 billion-plus. Oct. 12.

The robots take over. Don't look now, but the electronics people may have come up with machines that can do many Americans' jobs—or at least lend them a hand. Nov. 16.

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ABP BPA MPA ABC

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naturally sweetened. Always looking for new menu items, Byers and his partner and vice president, Wayne Hudson, 28, cross the country visiting restaurants that offer similar fare. If they find an item they like, and the restaurant owner won't reveal the source, Byers and Hudson rummage about in the rubbish until they find tell-tale packaging.

Former co-workers at Howard Johnson—where Hudson was Byers's boss—the two in 1978 opened Byers Yogurt Shoppe, selling only frozen yogurt. But that was too limiting, so they expanded the menu to include salads, sandwiches, and beverages, and changed the restaurant name.

The next step is to expand the total units, initially in Massachusetts and New Hampshire, mainly through franchising (three of the four current units are franchised). The reason, Hudson says: "We want the owners to be the operators, so we can maintain our quality standards."

A spicy alternative

Can spaghetti become the take-home success story of the 1980s? That's what Hal Hylton, president and founder of the California-based Spaghetti Pot restaurants, is counting on—and he emphasizes "take-home."

Armed with statistics showing that 50% of America's wives are employed, Hylton and his four partners, all former marketing executives, are out to snare the exhausted working mother looking for a hot, nutritious dinner for her family on days when she forgot to defrost the roast. Spaghetti Pot franchisees dispense their

Mendelson's hand is in the pot.

take-out packages of spaghetti, salad, and garlic bread from 4 p.m. to 9 p.m. only—and guarantee that the food will still be hot as much as 40 minutes later.

Partner Jerry Mendelson, who is the company's marketing chief, argues that Spaghetti Pot fills a fast-food void. "Other fast food is hand-held. You eat it at the ball park or in the car," he says. "Our food is meant to be eaten at home." Hylton says that he perfected a method of quickly mass-producing spaghetti dinners while running a popular spaghetti concession at the Los Angeles County Fair in 1975. His technique will be duplicated in 53 franchises throughout California by year's end, with 69 others "soon to follow." Franchises are selling well, he claims, because of the low cost of producing the spaghetti portion of the dinner—31¢ compared with $1 for the meat in a McDonald's Big Mac and 72¢ for a three-piece Kentucky Fried Chicken dinner.

Hylton's projection: 570 franchises, each currently sold at $30,000, in operation throughout the country by 1984.

ZIP CODE MARKETING

Want consumer data? Uncle Sam wants you

Industrial marketers have a new source of Zip Code data to help their sales prospecting, but consumer marketers may lose out on a valuable chunk of similar data from the 1980 Census.

Economic Information Systems, New York City, which prepares the statistical information for S&MM's annual *Survey of Industrial Purchasing Power*, has published a first-of-its-kind directory, listing by 5-digit Zip Code the almost 140,000 manufacturing establishments in its data bank. Such information is helpful to marketers with sales territories organized by Zip Code as well as for direct-mail promotions.

But because of budgetary problems caused by some 50 lawsuits (S&MM, Feb. 2), the Census Bureau scrapped plans to publish data from the 1980 Census on a Zip Code basis, based upon the long-form questionnaire that went to about 20% of all households, information vital to consumer-goods

Top 10 Zips in manufacturing

Zip Code	City	Total Plants	Total Employment
11101	Long Island City, NY	332	34,812
46206	Indianapolis	41	34,317
44482	Warren, OH	19	33,293
53201	Milwaukee	73	32,820
98124	Seattle	24	31,659
46312	East Chicago, IN	46	30,833
60650	Chicago	143	29,962
94086	Sunnyvale, CA	141	29,644
77001	Houston	146	29,501
45401	Dayton	46	29,346

Source: Economic Information Systems.
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marketers. However, the National Planning Data Corp. (NPD), Ithaca, NY, a provider of small-area demographic information, is trying to organize a consortium of data users that would pay the bureau to develop special tabulations of Zip Code data for each of the 50 states and the District of Columbia. Under discussion are various options, such as 5-digit format for the entire U.S. or 5-digit for metro areas and 3-digit for nonmetro areas, and their relative costs. The level of detail and cross-tabulations wanted for various demographic and socioeconomic characteristics, such as age, income, education, occupation, and home operating costs, is another talking point. One Bureau watcher estimates the cost could run anywhere from $300,000 to $500,000. The earliest such data could appear would be mid-1982, he adds.

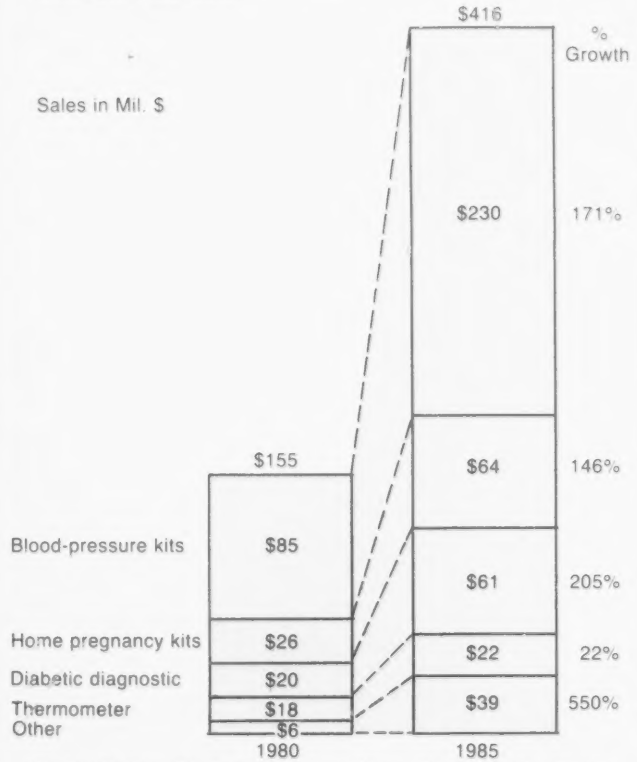
Should the deal go through, NPD would become the exclusive selling agent for Zip Code data from the 1980 Census. The bureau grants such exclusivity, for a fixed period of time, to encourage vendors to order and pay for special tabulations.

Any S&MM reader interested in learning more about the consortium should contact Debra Horn, marketing director at NPD, P.O. Box 610, Ithaca, NY 14850. S&MM

S&MM SALESGRAPH

Self-care's do-it-yourself boom

Sparked by the self-care movement, sales of in-home medical-testing products, such as pregnancy and blood-pressure kits, will roll up an annual 22% growth rate in the 1980–85 period, a report by Packaged Facts, a New York City research firm, indicates. The fastest-growing market niche will be diabetic diagnostic devices, primarily because the diabetic population is increasing five times faster than the general population. Noting that up to now most new home medical-testing products are variants of devices used in hospitals and doctors' offices, the report predicts that "the next group of new product introductions will most likely come from laboratory testing equipment and medical-supply companies presently selling to non-consumer markets."



Source: Packaged Facts, Inc., *The Overall Home Medical Testing Market.* Sales & Marketing Management.

INDUSTRIAL MARKETING

Bethlehem firms its grip

Low-priced industrial fasteners from abroad, notably Japan, have grabbed nearly 50% of the U.S. standard fastener market in the past decade, driving out such companies as Lamson & Sessions, Republic Steel, and others. But instead of fleeing the bloodied field, Bethlehem Steel plans to take advantage of the exodus; it'll more agressively market its standard and specialty fasteners.

To that end, management, three months ago, pulled fastener operations out of the Steel Products Group (where they vied for sales force atten-

Administration approval of "NutraSweet" as a soft-drink additive, the sweetest part of the sugar substitute market (60% of saccharine goes into low-calorie soft drinks). Accordingly, Searle, soft drink marketers, and the government are studying closely developments in Canada where Aspartame-added soft drinks went on sale Aug. 12. S&MM

COMPARATIVE ADVERTISING

Battle of the boat shoes

When consummate preppies think of boat shoes, they think of Sperry Top-Siders—the white-rubber-soled, dark-brown-topped variety that complete the collegiate uniform. When Timberland Co., Newmarket, NH, decided to get a bigger market share for its boat shoe early this year, it produced ads that claimed that its shoe was, in fact, better than Sperry's.

Along with increased sales, the ads brought Timberland a lawsuit. "They made statements about our shoe in the ad that were false," claims Dave Murphy, president of Sperry, a division of Boston-based Stride Rite Corp. "So we sought an injunction forbidding them to run the ad."

The case was settled out of court in June, but Timberland countered by re-releasing its ad with some altered wording and a footnote saying one of its claims was backed by the American Society of Testing Materials. Then it hit Sperry with a suit arguing that the Top-Sider's unique razor-slit sole was being falsely marked with patents that had long expired.

Stanley Kravetz, executive vice president of Timberland, contends that his company only found out about the lapsed patents when doing research for the original suit. If Sperry hadn't continued to use the patent marking, he adds, Timberland could have saved the money it spent on devising a comparable sole.

Kravetz says Timberland never explored the patent issue before, blaming the time and money needed to conduct a search. But Bob Ziems, a McLean, VA, patent attorney, says such searches are not necessary. "All you have to do," he says, "is call the U.S. Patent Office and ask about the numbers of patents expiring that day. If the patent number you're concerned with is lower, then it's expired."

Considering that comparative advertising is a risky business, often tarnishing a company's image rather than polishing it, ad agencies may be correct in advising clients to shy away from it unless the product has a clear, and easily proven, advantage over the other brand. Sperry's Murphy, however, thinks that Timberland is just after publicity.

Timberland's Kravetz counters, "Our marketing stands on its own merits. We plan to take every opportunity." S&MM

MARKETS AT A GLANCE

Asiatics in the American Dream

While total U.S. population grew only 11% in the 1970s, the number of Asians here more than doubled, to 3.5 million, the 1980 Census shows. A principal factor was the liberalization of harshly restrictive immigration laws in the late 1960s. Among the major groups, Filipinos increased the fastest, 126%, to 774,640; the Chinese had an 85% gain, to 806,027, replacing the Japanese, whose numbers grew only 19%, to 700,747, as the biggest group. Three out of five Asians live in the West, one-third of them in California. Another 16% are in the Northeast, followed by 13% in the South and 11% in the Midwest. Despite the West's overwhelming dominance, 3 of the 10 states with the largest number of Asians are in the Northeast, another three in the South.

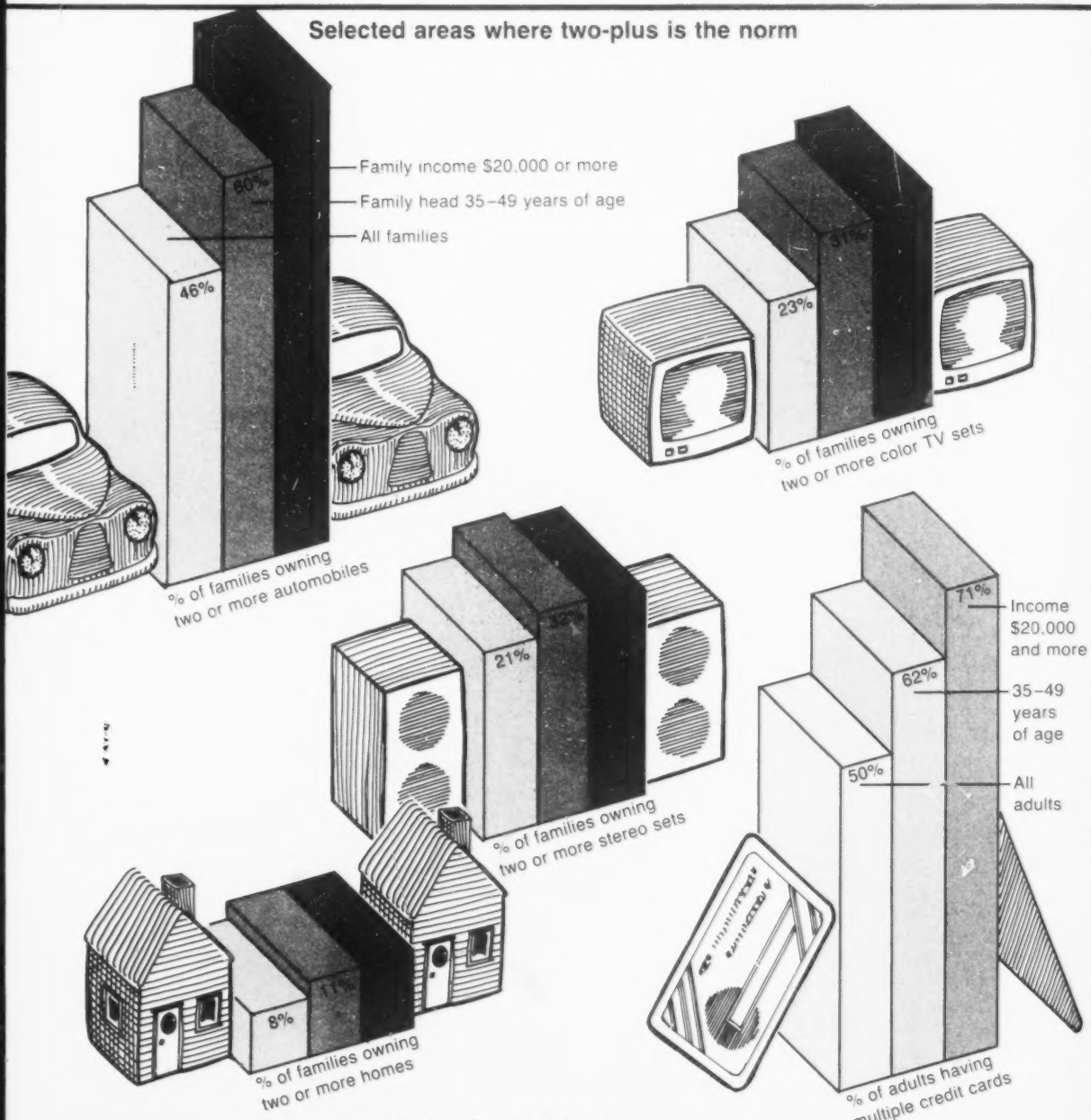
State	1980 Asian Pop.	% of U.S. Total	% of State Asian Population Chinese	Filipino	Japanese
U.S.	**3,500,636**	**100.0%**	**23.0%**	**22.1%**	**20.0%**
California	1,253,987	35.8	25.7	28.5	20.9
Hawaii	583,660	16.7	9.0	23.0	41.1
New York	310,531	8.9	47.7	10.9	7.9
Illinois	159,551	4.6	17.9	27.5	11.6
Texas	120,306	3.4	21.2	12.5	8.7
New Jersey	103,842	3.0	22.5	23.5	9.5
Washington	102,503	2.9	17.7	23.8	25.7
Virginia	66,209	1.9	14.1	28.5	7.9
Pennsylvania	64,381	1.8	20.6	12.8	7.3
Maryland	64,276	1.8	22.5	17.1	7.5

Sources: S&MM calculations; Census Bureau, *Race of the Population by States: 1980, PC80-S1-3.*
S Sales & Marketing Management.

Multiple consumers: Where one isn't enough

Shades of Herbert Hoover! Where once a political leader could promise "a chicken in every pot," today he'd have to promise "two cars in every garage." Almost half of all families own two or more automobiles and about one in four can choose among two or more TV sets to watch their favorite programs, says R.H. Bruskin Associates, New Brunswick, NJ, a market research firm. Their survey of 2,500 consumers also reveals that the "getting and spending" syndrome is most prevalent among the 35–49 age group, reflecting the fact that men in this category are approaching peak income years. Other multiples turned up by the survey: 15% of all families have a mate who married more than once, 8% of adults moonlight on second jobs, and 24% take two or more vacations a year. In the graphs below, multiple ownership is shown for all survey respondents and the leading age and income groups.

Selected areas where two-plus is the norm



*Note: 50 years of age and older

Source: R.H. Bruskin Associates.
Sales & Marketing Management.

S&MM'S ANNUAL SURVEY OF EXECUTIVE COMPENSATION—PART 2

Moving right along ...

Here's Part 2 of S&MM's exclusive survey of what the nation's best-paid sales and marketing executives earned in compensation last year. In our Aug. 17 issue, we reported on executives in all durable-goods categories except office equipment, steel, and "miscellaneous"—those three categories start this issue's list, followed by nondurable goods and services.

Overall, the survey, prepared for S&MM by Sibson & Co., a Princeton, NJ, consulting firm specializing in compensation programs, shows total compensation paid to 173 executives in 154 companies. Their average pay rose 11% over 1979's, from $136,877 to $152,160, a significant drop from the 16% gain they scored in 1979. The chief villain in the decline: a plunge in companies' after-tax profits, which last year were off by 9%.

And, to round things out, beginning on page 56, we interview the nation's 10 highest-paid sales or marketing executives, whose compensation ranged from $255,000 last year to $637,879. That's right—$637,879.

Meanwhile, how're you doing?

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
DURABLE GOODS MFG.							
Office Equipment and Supplies							
CPT	$ 53.0	Frank J. Broghammer *v-p, field support & customer service*	$ 79,300	NA	$ 3,700	$ 83,000	Management bonus plan; stock option plan; employee stock ownership plan
Deluxe Check Printers	428.5	Robert D. Racine *sr. v-p, marketing*	105,510	+ 14%	—	105,510	Employee stock purchase plan; profit sharing plan
GF Business Equipment	168.7	Lee M. Allen *sr. v-p, mktg.*	87,720	NA	—	87,720	Bonus plan; stock option plan
Lanier Business Products	253.2	George L. DeBenedetto *exec. v-p, mktg.*	175,840	NA	1,337	177,177	Stock option plan; bonus plan
		Cecil H. Herline, Sr. *exec. v-p, national sales*	175,840	NA	2,596	178,436	
Standard Register	288.9	John W. Reed *v.p., marketing*	154,103	+ 9%	21,677	175,780	Stock incentive plan; incentive plan
Steel							
Inland Steel	3,255.9	Derrick L. Brewster *v-p, sales*	188,936	+ 1%	—	188,936	Incentive bonus plan; employee stock purchase plan; stock option plan; thrift plan; supplemental retirement plan; tax reduction act stock ownership plan
Lukens Steel	375.9	Robert L. Cahoon *v-p, sales*[12]	94,913	NA	349	95,262	Incentive compensation plan; stock option plan
Pittsburgh-Des Moines	361.2	L.E. Anderson Jr.[13] *v-p, plng. & dev.*	85,720	– 3%	—	85,720	Deferred compensation plan; savings & investment plan; stock option plan
Other Durable Goods							
Conwood	161.6	C.O. Clarke *v-p, sls.*	244,490	+ 27%	—	244,490	Thrift Plan; management incentive/stock purchase plan; deferred compensation
		E.C. Powell *v-p, mktg.*	238,668	+ 27%	—	238,668	
Cooper Tire & Rubber	324.0	W.T. Fitzgerald *v-p, mktg.*	178,759	+ 76%	675	179,434	Thrift & profit sharing plan; stock option plan; bonus plan
Leggett & Platt	229.2	Ralph V. Johnson *sr. v-p, mktg.*	84,846	– 1%	1,444	86,290	Stock option plan; incentive compensation plan; employee stock purchase/ stock bonus plan
Mohawk Rubber	180.7	Hugh C. Ferguson *v-p & sls. mgr.*, Fayette Tubular Prod., Inc.	76,715	+ 1%	—	76,715	Stock option plan

[12]Until June 10, 1980; thereafter, vice president, commercial.
[13]Until Nov. 13, 1980, vice president, sales and engineering.

NA—Not available.
NC—No change.
NMC—No meaningful change.

Source: Sibson & Co
Sales & Marketing Management.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Other Durable Goods (continued)							
Telecom Equipment	$ 30.2	Robert Kennedy *v-p, sls.*	$115,254[14]	NA	—	$115,254	
Terminal Data	14.4	Samuel L. Greene *v-p, mktg.*	78,734	NA	—	78,734	Stock option plan; restricted stock plan
Xidex	58.5	Bert L. Zaccaria *sr. v-p, mktg.*	109,631	NA	$ 4,030	113,661	Bonus plan; thrift plan; stock option plan; employee stock purchase plan
NONDURABLE GOODS MFG.							
Beverages							
Dr Pepper	333.2	John Albers *sr. v-p, sales & mktg.*	79,050	+ 4%	1,031	80,081	Supplemental pension plan; supplemental disability & death benefit plan; performance incentive plan; restricted stock plan
G. Heileman Brewing	840.8	John S. Pedace *exec. v-p, marketing*	180,150	+22%	15,176	195,326	Profit sharing plan; tax reduction act stock ownership plan; stock option plan
Pabst Brewing	853.4	John D. Reifenrath *exec. v-p, marketing*	128,500	+ 2%	2,271	130,771	Stock option plan; incentive bonus plan
Chemicals							
First Mississippi	242.7	James W. Crook *v-p, marketing*	127,550	+34%	22,062	149,612	Thrift plan; performance unit plan; stock option plan; tax credit employee stock ownership plan; bonus plan
Hercules	2,485.2	R.J. Leahy *v-p, marketing*	206,112	NA	6,176	212,288	Bonus plan; incentive unit plan; restricted stock plan; employee savings plan; survivor benefit plan
Lubrizol	922.7	J.R. Stitt *sr. v-p, sls. & mktg.*	197,145	+13%	—	197,145	Stock option plan; equity purchase plan; profit sharing plan; bonus plan
Oakite	67.7	W.G. Sittmann *sr. v-p, marketing*	73,043	NA	—	73,043	Deferred profit sharing plan; management bonus plan; stock option plan
Stepan Chemical	157.5	Eldridge J. Black *v-p, mktg.*	92,806	− 3%	5,473	98,279	Management incentive compensation plan; profit sharing plan; stock option plan
Terra Chemicals International	299.0	Douglas Kelly Jr. *vp, retail sales*	97,500	+12%	265	97,765	Incentive bonus plan; performance incentive plan

[14]Includes special employment agreement bonus of $28,750 paid in stock.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Food Processing							
C.H.B. Foods	$270.3	Michael Pasarow *v-p, sls. & advertising*	$ 57,288	+10%	$ 3,786	$ 61,074	Stock option plan; profit sharing plan and trust
DPF	627.1	Anthony S. Pintauro *v-p, marketing*	87,435	+ 2%	4,350	91,785	Bonus plan; stock option plan; employee stock purchase and savings plan
Dean Foods	611.7	John V. Guckien *exec. v-p, marketing*	162,920	+ 3%	1,776	164,696	Bonus plan; stock option plan; phantom stock appreciation plan
Dinner Bell Foods	254.2	Terry S. Elberson exec. v-p, marketing	92,480	+14%	11,126	103,606	Incentive bonus plan; stock option plan
Knudsen	414.4	John P. Shannon *v-p, mktg.*	112,500	+25%	6,882	119,382	Stock savings plan; incentive compensation plan; stock purchase plan; stock option plan
Rath Packing	424.7	John F. Lambert *sr. v-p, sls. & mktg.*	59,765	+ 9%	320	60,085	Wage plan; bonus plan
Russell Stover Candies	137.9	Paul D. Newell *exec. v-p, sales*	103,567	+ 9%	—	103,567	
Tyson Foods	390.3	Robert Atchison *v-p, processing & marketing*	120,500	+13%	896	121,396	Profit sharing plan; tax reduction act stock ownership plan; employee stock purchase plan
		Randal Tyson *asst. to v-p, processing & marketing*	45,250	NA	39,867	85,117	
Paper and Forest Products, Packaging							
Chesapeake Corp. of Virginia	257.8	Douglas S. Baird *v-p, mill sales*	112,558	NA	—	112,558	Supplemental retirement plan; incentive bonus plan; profit sharing plan; employee stock purchase plan; stock option plan; tax reduction act stock ownership plan
Consolidated Papers	510.3	G.T. Beckley *v-p, marketing-enamel printing papers*	79,432	NA	—	79,432	Stock option plan
Crown Cork & Seal	1,459.8	William J. Avery *exec. v-p, mfg. & sls.*	76,700	NA	1,300	78,000	Employee stock ownership plan
Edward Hines Lumber	270.6	W.M. Archibald *senior v-p, retail sales*	89,000	+ 5%	—	89,000	Stock option plan[15]
Federal Paper Board	476.1	George E. Oakley Jr. *sr. v-p, sales*	222,115	+86%	8,942	231,057	Savings & Stock ownership plan; incentive compensation plan; long-term compensation plan; stock option plan
National Can	1,551.0	Maurice J. Pigott *v-p, corp., sls. & mktg.*	125,597	NA	10,079	135,676	Top management incentive plan; executive insurance program; savings & profit sharing plan

[15]Expired Feb. 24, 1980.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Personal Care Products							
Fabergé	$248.2	Richard Barrie *sr. exec. v-p, marketing & sales*	$298,538	+15%	$37,885	$336,423	Executive compensation plan; employee stock ownership plan
La Maur	50.0	Frank J. Liquori *v-p, salon div. professional sales*	100,848	+13%	5,208	106,056	Incentive bonus plan; profit-sharing plan; stock option plan; death benefits plan
		John W. Soranno *v-p, consumer prod. div. retail sales*	100,848	+ 8%	—	100,848	
Minnetonka	73.2	Grant L. Wood *v-p, mktg.*	67,200	NA	5,778	72,978	Profit-sharing plan; employee stock purchase plan; stock option plan
Tampax	202.9	Oliver C. Grey *v-p, nat'l. accts.*	75,471	+ 5%	—	75,471	
Petroleum and Oil Field Svcs.							
Crown Central Petroleum	1,273.5	Jesse D. Winzenried *group v-p, admin. & mktg.*	194,462	+23%	10,479	204,941	Incentive bonus plan; supplemental retirement plan; savings plan; employee stock ownership plan
Getty Oil	10,436.8	Jack D. Jones *group v-p, domestic refining & petroleum mktg.*	294,458	NA	32,046	326,504	Bonus plan; thrift plan; employee stock ownership plan; stock option plan
MAPCO	1,769.7	David A. Roach *exec. v-p, mktg. supply & transportation*	264,139	+16%	2,992	267,131	Bonus plan; profit-sharing plan; stock option plan
OKC	311.4	William D. Harris *v-p, refined products sls.*	62,400	NA	—	62,400	Bonus plan; stock option plan; thrift plan; employee stock ownership plan; employee retention plan
Standard Oil (Ohio)	11,379.2	C.H. King *sr. v-p, mktg., refining & employee relations*	211,103	+16%	21,681	232,784	Employee investment plan; incentive compensation plan; deferred incentive compensation plan; stock option plan; tax reduction act stock ownership plan
Union Oil Company of California	10,436.9	William S. McConnor *sr. v-p, refinery mktg.*	350,081	+14%	13,566	363,647	Incentive compensation plan; performance share plan; profit-sharing plan; employee stock ownership plan
Textiles and Apparel							
Bibb	267.0	Roland K. Knight *v-p, sls., pres., Consumer Prod. Div.*	82,250	– 4%	—	82,250	Stock purchase plan; stock option plan
		Numa R. Martin *v-p, sls., pres.* Yarn & Engineered Prod. Div.	78,958	– 4%	—	78,958	

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Textiles and Apparel (continued)							
Blue Bell	$1,397.8	E.F. Lucas *v-p, mktg.*	$180,720	−10%	$1,400	$182,120	Incentive compensation plan; savings & profit-sharing plan; stock option plan
Cone Mills	729.9	Benjamin O. Sampson *pres., mktg. div.*	282,500	+14%	—	282,500	Stock option plan; profit-sharing plan; employee stock ownership plan
		Myron L. Silverstein *exec. v.p., mktg. div.*	255,000	+11%	—	255,000	
Crompton	161.9	Ewart J. White Jr. *v-p, marketing*	129,306	−19%	8,945	138,251	Profit-sharing plan; stock option plan; incentive compensation plan
Fieldcrest Mills	527.2	David M. Tracy *sr. v-p & pres., fieldcrest div. sls.*	229,228	+ 9%	16,785	246,013	Restricted stock & performance share plan; profit sharing plan; stock option plan; bonus plan
		Francis X. Larkin *sr. v-p & pres., rug div. sls.*	160,884	+ 9%	11,730	172,614	
Galaxy Carpet Mills	103.5	Irwin Pomerantz *sr. v-p, marketing*	113,200	− 2%	6,260	119,460	Stock option plans; incentive compensation plan
Graniteville	341.1	George W. Aufderheide Jr. *v-p, sales*	198,816	+46%	28,075	226,891	Incentive bonus plan; savings plan; stock option plan
Mount Vernon Mills	136.7	E.H.A. Grassi *exec. v.p., marketing*	121,250	+17%	—	121,250	Bonus plan
Russ Togs	190.4	Irving L. Rousso *exec. v-p, sls. & merch.*	511,000	+ 2%	36,875	547,875	Profit-sharing plan; stock option plan
		Joel S. Grey *exec. v-p, mktg.*	100,000	NC	10,000	110,000	
Texfi Industries	144.5	William N. Protas[16] *exec. v-p, mktg. & merch.*	94,500	NA	69	94,569	Stock option plan
Work Wear	162.8	Robert J. Sislian *v-p, health care mktg. & sls.*	90,720	+16%	—	90,720	
SERVICES **Banking and Financial**							
Kansas City Life Insurance	190.6	D.D. Dysart *exec. v-p, mktg.*	82,857[17]	− 1%	6,189	89,046	
Computer Services and Software							
CGA Computer Associates	11.8	Jack Goldstein *v-p, mktg.*	100,409	NA	—	100,409	Stock option plan; profit sharing
Comdisco	265.1	Nicholas M. DiBari *sr. v-p, mktg.*	637,879	− 5%	—	637,879	Profit sharing plan; incentive bonus plan; stock option plan
Comshare	78.2	Kevin O.N. Kalkhoven *group v-p, domestic sls. & mktg.*	88,000	NA	1,510	89,510	Bonus plan; profit sharing plan; stock option plan

[16]Retired July, 1980.
[17]Includes some personal benefits.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Computer Services and Software (continued)							
ISC Systems	$ 14.4	Jon J. Jamieson[18] *v-p, mktg.*	$147,767	NA	—	$147,767	Management incentive bonus plan; stock option plan
Infotron Systems	19.6	Jeffrey D. Kraengel *v-p, sales*	70,216[19]	NA	$ 753	70,969	Management bonus plan; employee stock ownership plan; stock option plan
MSA	51.7	Donald L. House *group v-p, field operations*	148,000	NA	5,420	153,420	Bonus plan; profit sharing plan; stock option plan; employee stock purchase plan
Quotron Systems	63.8	George H. Levine *v-p, mktg. & secretary*	93,256[20]	NA	612	93,868	Stock option plan; management incentive bonus plan
STSC	21.1	Patrick P. Gehl *exec. v-p, mktg.*	140,916	NA	10,802[21]	151,718	Deferred profit sharing plan; stock option plan; employee stock purchase plan
		Robert E. Cook *sr. v-p, market development*	88,583	NA	2,117[21]	90,700	
Food and Lodging							
Gino's	320.8	Rufus K. Schriber *v-p, marketing*	66,000	– 4%	970	66,970	Performance share plan; incentive compensation plan
Publishing, Communications							
Harte-Hanks Communications	303.7	C. Ben Rodgers *sr. v-p & pres., consumer distribution marketing*	167,527	NA	36,188	203,715	Restricted stock plan; deferred compensation stock unit plan; employee stock purchase plan; performance unit plan
Krueger	175.4	Jack B. Sandler *sr. v-p, sls. & mktg.*	98,039	+ 7%	818	98,857	Management incentive plan; deferred compensation; stock option plan
TIE/Communications	59.8	Larry W. Kifer *v-p, marketing*	300,329[22]	NA	2,091	302,420	Employee stock purchase plan; stock option plan
Universal Communication Systems	27.7	W. Thomas Craig *v-p, sales*	80,773	NA	—	80,773	Stock option plan
		Joe Perez *v-p, sales, southwest region*	77,281	NA	—	77,281	
Western Union	794.2	John E. Fox *v-p, mktg.*	152,000	NA	—	152,000	Incentive compensation plan; savings plan; supplemental retirement plan; stock option plan

[18]Resigned March 1980.
[19]Includes bonus accrued but not paid in 1980.
[20]Includes bonus amounts for performance but not previously paid.
[21]Includes vested amounts accrued under deferred profit-sharing plan.
[22]Includes commission of $237,267.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Retail and Wholesale							
Frank's Nursery & Crafts	$119.3	Arnold A. Bernstein *v-p, mktg.*	$ 83,000	NA	$ 2,050	$ 85,050	Profit sharing incentive trust; stock option plan
Super Valu Stores	4,203.7	Gene D. Hoffman *v-p, mktg.*	183,311	+ 8%	500	183,811	Bonus plan; stock option plan; supplemental retirement plan
Transportation							
American Airlines	3,821.0	Thomas G. Plaskett *sr. v-p, marketing*	137,377	NA	997	138,374	Incentive compensation plan; stock option plan
Continental Air Lines	992.0	Charles A. Bucks *exec. v-p, mktg.*	150,000	NMC	—	150,000	Incentive compensation plan; stock option plan
Eastern Air Lines	3,452.5	Russell L. Ray Jr. *sr. v-p, mktg.*	161,530	+ 11%	34,437	195,967	Supplemental retirement plan; profit sharing plan; performance share plan; variable earnings plan; stock option plan
Federal Express	415.4	J. Vincent Fagan *sr. v-p, mktg., sales & cust. svc.*	125,883	NA	87,128[23]	213,011	Deferred profit sharing plan; stock option plan; management incentive bonus plan
Frontier Airlines	468.9	M.C. Lund *v-p, sales & svc.*	100,000	NA	1,981	101,981	Stock option plan; management incentive plan
McLean Trucking	724.9	Fred C. Bauer *exec. v-p, mktg.*	85,670	− 6%	—	85,670	Profit sharing plan; stock option plan
Pan American World Airways	4,016.1	William H. Waltrip *exec. v-p, mktg. & plng.*	144,167	− 24%	1,043	145,210	Incentive compensation plan; long-term incentive plan; stock option plan
Piedmont Aviation	407.0	W.R. Howard *exec. v-p, mktg. & cust. svc.*	119,875	+ 71%	—	119,875	Incentive bonus plan; stock option plan
Southern Railway	1,637.7	Earl L. Dearhart *exec. v-p, mktg.*	175,000	+ 14%	811	175,811	Incentive bonus plan; employee stock purchase plan; tax reduction stock ownership plan
Western Airlines	995.8	Richard P. Ensign *sr. v-p, mktg.*	139,600	− 22%	5,000	144,600	Supplemental retirement plan; stock option plan; incentive compensation plan
Other Services							
American Management Systems	58.5	Patrick W. Gross *exec. v-p, sec. & dir., corp. marketing*	99,197	+ 14%	213	99,410	Incentive compensation plan; employee stock purchase plan; stock option plan

[23]Includes realizable income from stock options.

Executive compensation survey

Company	Sales ($ Mil.)	Individual and Title	Salaries, Fees, Directors Fees, Bonuses, Commissions	% Change 1979–80	Securities, Personal Benefits	Total Remuneration	Additional Compensation Plans
Other Services (continued)							
Context Industric.	$35.1	Harold D. White[24] *v-p, sls. & mktg.*	$173,993	-14%	—	$173,993	Profit sharing plan; stock option plan
National Education	89.3	Wallace O. Laub *exec. v-p, mktg.*	111,192	NA	$2,608	113,800	Bonus plan; stock option plan; long-term incentive plan

[24]After July 2, 1980, no longer with the company.

How they make it at the top

Among the top 10, from left: Comdisco's Nicholas DiBari, Russ Togs's Irving Rousso, Fabergé's Richard Barrie, Guardian Industries' Murray Yudin and Norman Shulman, and Cone Mills's Benjamin Sampson and Myron Silverstein.

If **Nicholas DiBari** had pursued his dream, he'd be nearing the end of a successful baseball career. At 36, however, the only view DiBari has had of a major league ballpark is from the stands. But don't feel sorry for the senior vice president, marketing, of **Comdisco, Inc.**, a Rosemont, IL, computer leasing company. Instead of pulling down fly balls, DiBari earns more money than any other marketing executive in the country. S&MM's exclusive survey shows that DiBari's total pay package in 1980 was worth $637,879.

"I had to make a decision after high school whether to sign a pro baseball contract or accept a scholarship to college," DiBari recalls. "I took the scholarship, and the next thing I knew it was too late to start a baseball career. So I had a desire that I was never able to satisfy, and I've been trying to fulfill it in other ways ever since." Fulfill it he has, at least financially.

Altogether, the 10 leaders' total compensation for 1980 averaged an impressive $366,500. Do these executives earn their money? To a man, they answer with a resounding yes.

Take DiBari, for example. "I don't think anybody in the world deserves an income based on salary when we're talking these kinds of numbers," he says. "But we're talking primarily commissions which are based on net earnings. When we're talking high net earnings, we're talking happy shareholders, happy employees, happy everybody."

How does DiBari account for his—and Comdisco's—success? "It's the people here and the working atmosphere the company creates. We have some individuals who could make a living selling Coke bottles on the beach. The truly successful person has to have a love affair with his company, and Comdisco fosters that."

DiBari's words are echoed by **Russ Togs's Irving Rousso**, the second highest paid executive in S&MM's survey. "I love my business, just love it," he says. "I wouldn't be so stupid as to say I'd work for free, but I do a lot of things because I love them." With a 1980 income of $547,875, Rousso is a long way from working for free, "but there's no question in my mind I earn every penny of it."

Asked how he earns it, he launches into a litany of innovations by the New York City clothing giant in the last year. Some examples: "We created a fabric grouping called polycotton that we made strictly for the Sunbelt area, and they're gobbling it up out there. We added key sales executives in New York City who are putting more on all over the country because we've decided to hunt every market from the largest department stores to the smallest moms and pops."

Union Oil's William McConnor, who is No. 3, doesn't consider himself to be a marketer. "That's only one of my arms, and not a major one," he says. "I'm also involved in refining, transportation, and crude buying." Without claiming them as the things behind his own success, McConnor is willing to pass along what he believes are "the three primary

factors involved in an individual's success: (1) work hard, (2) have a little intelligence, (3) and, most important, be in the right place at the right time."

Also reluctant to call himself a marketer is the other oil executive in the top 10, **MAPCO's David Roach** in Tulsa. He has the same reason as McConnor. "I think it's a misnomer in my case," Roach says. "The word is in my title, but I don't really have a direct hand in marketing." Roach's advice for success: "Hire quality people and compensate them well enough to keep them."

Another believer in the right-place-right-time theory of success is **Larry Kifer** of **TIE/Communications**, a Shelton, CT, manufacturer of business communications systems. "That has a lot to do with it, along with a willingness to take some risks," he says. "That's the only way to get the brass ring," which in Kifer's case was worth $302,420, good enough for seventh place.

For Richard Barrie of Fabergé, who is No. 4, willingness to take a chance is the key to his own and his New York City–based company's recent success. "We made a decision about two years ago to become super aggressive in promotion and pricing at a time when most of our competitors were backing off a bit because of fear of the economy," he says. Fortunately for Barrie and Fabergé, the gamble paid off.

Performance is what placed two **Guardian Industries** executives, **Murray Yudin** and **Norman Shulman,** in a tie for fifth place with $335,890 each in 1980 compensation. "We are the fastest growing glass manufacturer in the world," says Yudin of the Northville, MI, company. "We went public in 1967 and every quarter since then has been a record."

Yudin believes that two things, especially, pay the highest dividends: honesty and persistence. "First of all, I've never lied to the trade," he says. "There isn't a customer or account that I don't have an honest and credible relationship with. Second, I tell my salespeople, 'Keep going back. Don't give up on an account. You'll eventually get some business.' "

Another company that placed two executives among the top 10 is **Cone Mills,** a Greensboro, NC, textile manufacturer, with No. 8 **Benjamin Sampson** and No. 10 **Myron Silverstein.** The reason they deserve to be there, says Sampson, is that 1980 "was the best year we ever had in our history," with sales of almost $730 million, compared with $685 million in 1979. "The designer jeans business went crazy," he says, "and corduroy and denim are our top fabrics."

Silverstein's recipe for success: "Assume nothing, don't take anything for granted, do your homework. Also, look where you want to be, not where you are. That's crucial. Finally, be lucky enough to do something you love."

To be sure, loving the work is the one ingredient for success that all 10 marketers mention. The joy of making the sale seems to stand out above all. As Russ Togs's Rousso puts it, "I'm still hungry, and don't ask me why. I just know that it still gives me a thrill and a chill every time I get a reorder."

The best-paid marketers of 1980

		Salaries, Fees, Directors Fees, Bonuses, Commissions	Securities, Personal Benefits	Total Remuneration
1.	Nicholas DiBari *sr. v.p., marketing* **Comdisco**	$637,879	—	$637,879
2.	Irving L. Rousso *exec. v.p., sales and merchandising* **Russ Togs**	511,000	$36,875	547,875
3.	William S. McConnor *sr. v.p., refinery marketing* **Union Oil of California**	350,081	13,566	363,647
4.	Richard Barrie *sr. exec. v.p., marketing* **Fabergé**	298,538	37,885	336,423
5.	Murray Yudin *v.p., national sales* **Guardian Industries**	333,020	2,870	335,890
6.	Norman Shulman *v.p., flat glass sales* **Guardian Industries**	333,020	2,870	335,890
7.	Larry Kifer *v.p., marketing* **TIE/Communications**	300,329	2,091	302,420
8.	Benjamin Sampson *pres., marketing div.* **Cone Mills**	282,500	—	282,500
9.	David Roach *exec. v.p., marketing supply & transportation* **MAPCO**	264,139	2,992	267,131
10.	Myron Silverstein *senior v.p., marketing* **Cone Mills**	255,000	—	255,000

Source: Sibson & Co.
[c] Sales & Marketing Management.

S&MM
SALES & MARKETING MANAGEMENT

AN S&MM SPECIAL SECTION
Fleet cars 1982: Rise of the mid-size
Page 63.

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'Mud men' strike marketing

Drilling-fluid sales gush to an all-time high. "Mud," anyone? Page 35.

Inside Out

Selling to government. The Reagan Administration sets out to overhaul federal procurement. It will need a lot of help. Page 16.

Busch's Eagle is no barfly. Supposedly destined solely for the "on-premise" market, Anheuser-Busch's snack line is showing up in stores. Page 16.

Exit the sounds of silence. Nearly everyone seems to be sporting a stereo headset, which is good for Sony, Aiwa, Toshiba, and many more. Page 16.

Scott takes the low road. Confronted with fierce price cutting in paper towels, Scott Paper shows it can play that game, too. Page 17.

The economy. So intense is the garage-sale boom in Los Angeles, that it has spawned a new publication. Page 22.

Tandy outflanks a behemoth. The marketer of personal computers gets set to take on IBM. Page 25.

Ringing up industrial sales by phone. Once confined to customer service, telephone selling is coming on strong in industrial companies. Page 50.

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Woolrich weaves style with tradition

Page 40.

MANAGING SALES FOR THE JAPANESE

American samurai

Page 45.

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What's Coming Up

Survey II. Inputs from the 1980 Census make the *Survey of Buying Power—Part II* a more effective planning tool than ever before. Also included: Up-to-date profiles of newspaper and TV markets, and five-year forecasts for U.S. and Canadian metro markets. Oct. 26.

An S&MM Special Section: Sales Meetings. Every sales manager's goal is to run a meeting that informs and stimulates the sales force. This section explores a number of different ways to achieve those goals. Nov. 16.

Wine marketing. Now that American palates have been educated to appreciate fine wine, the battle is on to see which vintners come up with the biggest market share. Nov. 16.

Robots for sale. Because industrial robots are a cross between machine tools and computers, robot makers vary on whether sales efforts should be directed toward plant engineers or top management. Thus some companies are trying to find salespeople with both technical knowledge and marketing savvy. Nov. 16.

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S&MM's cover photograph by Ed Lawrence, IMCO Services.

YOUTH MARKET

Teens with $35 billion

Although the decline in birth rates since 1957 has made marketers shift from "think young" to "think old," teen-agers still represent significant buying power with long-range implications. "There are more than 18 million teen-agers out there," says Edward I. Barz, senior vice president at Simmons Market Research Bureau, New York City. "Being tomorrow's adult consumers, the brand loyalties they form now will extend into the future."

Three out of five work

Simmons has just completed a detailed study of 1,964 consumers in the 12–19 age bracket, which, among other things, shows that three out of five (60.9%) have either part- or full-time jobs, ranging from babysitting to clerking in stores. Judging by what respondents reported on their income (see table), Barz figures teen-agers earn $624.2 million a week. If you add in the 39.2% who say they get an allowance, he says, total teen buying power approaches $35 billion a year.

Not surprisingly, radio seems to be the broadest medium for reaching the market. In a typical day, 95% of the group listen to radio, 62% read a newspaper, and 50% watch TV during prime time (8:00–11:00 p.m). Although Simmons asked for information on 39 magazines, Barz says he did not try to develop an overall figure on magazine readership.

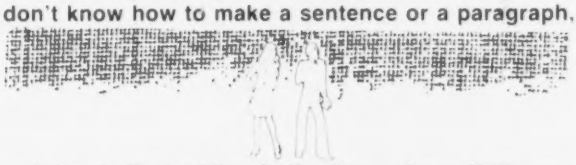
Traditional values seem to rate high with the teens, says Aaron Cohen, a researcher specializing in the youth market who served as a consultant on the survey. He notes that 95% intend to get married. However, 43% of the boys and 53% of the girls say they will have children only after they have "achieved financial security," compared to just 8% who will start families soon after they exchange wedding vows.

Significantly, 43% of the boys and 33% of the girls "aren't sure" whether they want to become parents, but only 6% say they don't plan to have children at all. Could be that kids in this hard-headed minority are more aware of the strain they put on their own parents' wallets. S&MM

A cheated generation

When social commentators talk about young people today, the themes are things like draft registration, deteriorating schools, declining SATs, rising tuitions, soaring unemployment, diminishing opportunities. For a kid about to be turned loose on the world, all that rising, soaring, declining, and deteriorating adds up to a pretty unsettling picture. Bill and his friends are going to have to get along in a world that doesn't expect very much of them.

I found myself getting angrier and angrier about the ignorance that was not only condoned but even cultivated at Bingham High. The lucky members of my class don't know how to make a sentence or a paragraph,



and they balk at adding half a dozen three-digit numbers. Never mind that they don't know Latin, or French, or chemistry, or biology, or algebra, or European history; they've been cheated out of skills so fundamental it's hard to imagine them getting along from one day to the next.

Even so, the kids I knew were almost without exception optimistic. Most expected to own bigger houses and better cars than their parents did, and they were certain they would make more money—lots more. I hope they won't be disappointed in the world they inherit.

Excerpted from *High School*, by David Owen. Copyright © 1981 by David Owen. Reprinted by arrangement with The Viking Press.

Kids at work . . .

Age Group	*% Employed*
12–14	48.0%
15–17	62.7
18–19	75.1
Total (12–19)	60.9

. . . and their weekly earnings

More than $50	23.2%
$10–$50	18.5
Under $10	19.2
Not working	39.1

Source: Simmons Market Research Bureau, *Simmons Teen Age Research Study: 1981*. © Sales & Marketing Management.

THE ECONOMY

L.A.'s garage sale system

With 500–1,000 sales a weekend, garage sales are becoming a major casual market in Los Angeles's economy. Before the energy crunch, Angelenos flocked to the sales as much for their entertainment value as for the bargains they offered.

Inflation and energy have changed that. For the average consumer, inflation dictates pursuing the bargain, but with Los Angeles's sprawl and gas at $1.50 a gallon, the dollar saved can end up as much as $10 or $20 spent.

Where the bargains are

As a way out of this bind, Ray Johnson, a retired industrial engineer and a long-time garage-sale afficionado, has come out with *Garage Sale Shopper*, a weekly guide to all that's good in garage sales. Johnson has so far confined listings to the San Fernando Valley, but because circulation has grown to 12,000 in nine weeks of publication, he's launching several more regional issues this month, and he says he'll eventually blanket the state with hundreds of area shoppers.

The paper is distributed through newsstands, liquor stores, and 7-11 stores. Listings are free, with production and sales costs covered by paid advertisements and an issue price of 50¢. The paper has a staff of six salespeople.

"Because our readers are bargain hunters, we try to get as many coupon ads as possible," Johnson says. Another special feature is a centerfold map with garage-sale locations targeted with red arrows.

S&MM SALESGRAPH

The wired home: Boon or bane?

Indicative of the uncertainty surrounding the future of in-home computer- and TV-related services (see page 17), a new report says the market, by 1990, could range anywhere from $1.5 billion to $5.0 billion. However, the report's author, Strategic, Inc., a San Jose hi-tech research firm, affirms that due to the expanding capabilities of low-cost microcomputer technology, on the one hand, and rising costs of transportation and outside entertainment, on the other, "the home appears ripe for new consumer electronic products and services." The biggest cloud overhanging the market, says Jules Street, vice president, special projects, is the time factor. "With the consumer spending more than six hours a day watching TV today," he asks, "where will the additional time come from?" He thinks advertisers and programming sponsors may ultimately absorb the cost of the new services or subsidize them "to get the consumer's attention as time and money shift away from traditional media."

The computer- and TV-related services market

	1980	*1985*	*1990*	*% Growth 1985–90*
		Millions		
Total TV households	77.70	85.40	93.80	10%
Cable-TV households	16.40	22.00	29.40	34
Households equipped for:				
Teletext (one-way TV)	0.00	1.85	10.63	475
Videotex (interactive TV)	0.00	1.40	8.00	471
Households using personal computers to access information retrieval services	0.02	0.50	1.89	278
Consumer expenditures (excluding hardware)	0.00	$605.00	$3,235.00	435

Note: Household totals for teletext and videotex, as well as consumer expenditures, are mid-point of "conservative" and "optimistic" forecasts.
Source: Strategic, Inc., *Communications and Networks in the Home*.
" Sales & Marketing Management.

NEW IDEAS

Health Care calling

Computerized shopping at home may be the wave of the future (see page 17), but Golden Health Care Apparel Co. has broken new ground with a cept that outdates the milkman.

The Brooklyn company's four Stagecoach Stores on Wheels visit some 600 nursing homes and state hospitals in the Baltimore-Boston corridor to sell clothing customized for impaired patients. Once a truck arrives, it takes only a few minutes to wheel in what becomes a mobile retail store displaying some 40 items ranging from

Sales of drilling fluids, or "mud," are gushing as the search for oil and gas propels well-drilling activity to a frenzied high. But it's slippery going for mud marketers as prospects and competitors multiply too fast to track.

'Mud men' strike marketing

Every well produces sales for mud companies. Their fluids lubricate pipes and bits.

By SALLY SCANLON
Senior Editor

In the bygone era when mud salesmen rode the oil patch in alligator shoes and market research was done in local bars, most of the high-pressure situations for drilling-fluid, or "mud," marketers were "downhole" in the wells their customers were drilling. There's still plenty of pressure downhole, but with drilling activity at an all-time high, the market itself has become the pressure cooker for mud companies.

"Competition is dog eat dog," says Ron Williams, a regional sales manager for OBI-Hughes, Houston, the mud division of Hughes Tool. At one end of the $3.35 billion mud industry, the four market leaders, which have 75% of the business worldwide, are pushing to increase their market shares. At the other, regional mud companies are springing up almost daily to pump the U.S. market's lucrative potential and rustle service engineers from the leaders.

To add to the heat, potential customers are proliferating so fast that it's hard to keep track of them. Also, buying influences even within established customer organizations are becoming more diverse and harder to locate.

Faced with this rapidly changing environment, drilling-fluids companies are striving to make the transition from selling to marketing organizations. The market leaders, Dresser Industries' Magcobar Group, NL Industries' NL Baroid, Halliburton's IMCO Services Div., and Baker International's Milchem subsidiary, all based in Houston, are setting the pace. Following close on their heels is up-and-comer OBI-Hughes, which claims to be a distant No. 5 with a 4.5% market share.

Mud-company executives have one main objective for their marketing programs. All hope to differentiate their company's service capabilities from

those of the other "majors," as the top four are called, and from the hundreds of smaller companies known as "independents." (OBI is considered a large independent.)

"Quality of service is the principal thing that determines who makes the sale in this industry," says Alan L. Gottlieb, market research manager, Milchem. Quality service in the mud business means having the right products at the right price in the right place, a significant feat in these black-gold-rush days. But above all, quality service means having expert field-service engineers and extensive research laboratories to support them.

Well-site experts

The service engineer's function is critical to the drilling-fluids customer. The engineer, or "mud man" (who may be a woman these days), is a well-site chemist. He is important because drilling fluids are used to prevent cave-ins and control pressures downhole as well as to cool the drilling equipment and bring cuttings up to the surface. The engineer designs the well's mud programs, and then monitors the fluid and cuttings flowing out of the well to determine what's happening downhole and adjust the fluid's consistency and chemical mix accordingly.

"The service engineer can make a big difference in the cost of drilling," says Andy Efthim, drilling superintendent for Conoco in Caspar, WY, a part of the booming Overthrust Belt in the Rocky Mountains. So much so that customers often pay an extra $250–$300 per day to have a mud man on site 24 hours per day at critical wells. Efthim, like other customers, prefers to have "only engineers with several years' experience."

Mud-company managers, aware of that preference, make it a selling practice to offer prospective customers engineers they particularly respect. For example, NL Baroid's (pronounced bay-roid) Dr. J. Paul Rupert, director of marketing technology, says that Baroid has one engineer who has worked only Texaco wells for the past 14 years.

Customers' preference for a proven expert, along with the $20,000–$30,000 it costs to train each fledgling service engineer, are two reasons that small mud companies are continually raiding the majors' engineers. "If a small company can convince an operator that its engineer knows what he's doing, it can get jobs," says Tommy E. Sheets, general manager, drilling, for Patrick Petroleum, a $43 million, Jackson, MI, oil and gas company. "It's easy to start a mud company if you have the technical expertise," he adds. "You can buy the products from a general (petroleum supply) store."

Where the profits are

Drilling fluids are water-, brine-, or oil-based mixtures of weighting materials, gels, and specialty chemicals. Weighting materials help to control downhole pressures, and gels keep them in suspension in the liquid base. Specialty chemicals are used to prevent circulation loss and combat particular downhole problems, such as corrosive gases.

"Most mud companies have the same products," says Patrick Petroleum's Sheets, voicing the universal opinion of customers. That's because the main ingredient in most muds is barite (pronounced bay-right), a weighting material made of ground and blended barium sulfate. Barite, which currently sells for about $120 per 100-lb sack, accounts for 40% of industry sales, or $1.4 billion this year, Thomas A. Escott, an analyst for Paine Webber Mitchell Hutchins estimates. The large companies mine, grind, and blend their own barite. They wholesale part of their ground output and sell the blended product to end users under various brand names.

Gross margins on barite are said to be about 70%. In contrast, margins on specialty chemicals, which are often proprietary, can be 70%, 100%, or more. "If we went a nickel over [the going rate] for barite, we'd have to drop our price back," says a marketing executive at one of the big four. "So we have to make what we can on our specialty chemicals." In fact, Paine Webber's Escott finds that the majors "use barite almost as a loss leader to get the very profitable specialty-chemicals business."

Independents' tactics

However, many independent mud companies have grown by filling gaps in the majors' distribution and undercutting their prices by as much as 10%. They can still make a lot of money, customers point out, because they don't have the overhead (research and training expenses) of the larger companies.

A few independents have also grown by offering specialty chemicals or mud formulations that solve particular problems downhole. For example, OBI (or Oil Base, Inc., as it was known until its acquisition by Hughes two years ago) made its reputation by developing the industry's first oil-based muds. Such muds can be especially useful in deep, high-temperature wells because of their thermal stability and corrosion inhibitors.

Almost any mud company can do the job on shallow, low-pressure wells, customers say. But when it comes to drilling deep wells, offshore wells, highly corrosive (or "sour gas") wells, and "wildcats" (wells in areas where no oil or gas production exists), they depend on the majors. "They have the research facilities and experience," says Conoco's Efthim.

They also have extensive records on what's worked in various rock formations, which can be particularly helpful on wildcats, he adds.

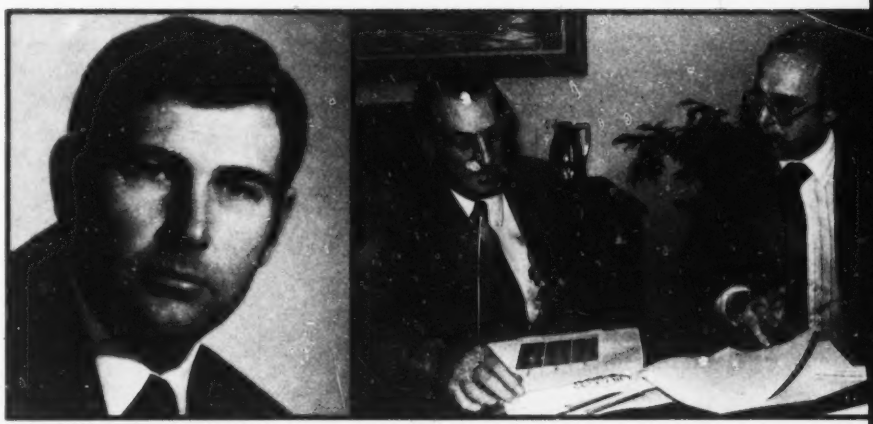
As the market explodes like a gusher, mud companies are sharpening their marketing skills so that they can be even more responsive to their customers. Before, says Baroid's Rupert, "We tried to convince customers to buy our products. now we're analyzing our customers' needs and our products for fits. We ask ourselves, What do we have to offer this customer that he can't get up the street?"

To answer that question, most mud marketers are taking the following steps:

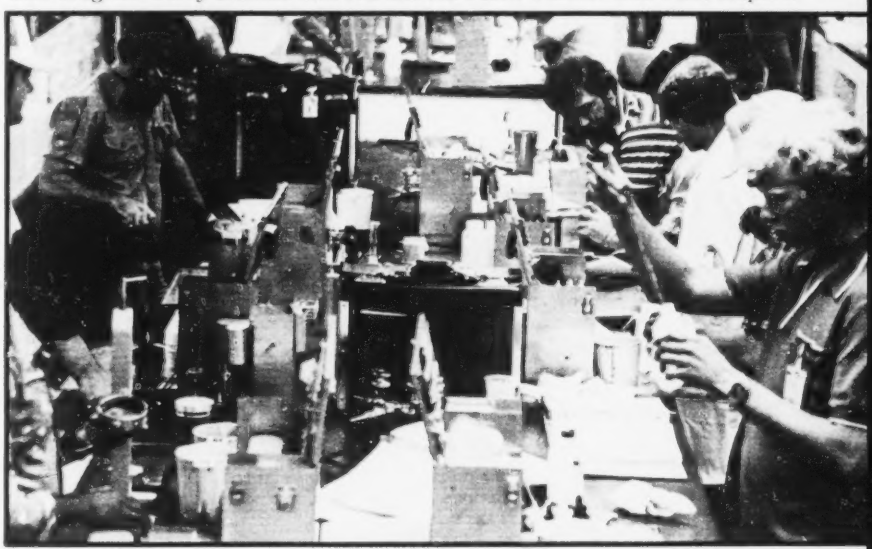
- ♦ accelerating their market research
- ♦ expanding the market-planning function
- ♦ increasing product research and development
- ♦ broadening distribution facilities and training programs
- ♦ sharpening their sales and promotion programs.

Baker's Milchem, for example, has invested heavily in market research. Its market analysts study where drilling activity is now and where it is going. They pay special attention to the types of formations operators will be drilling, what they will drill for (oil or gas), and even what political risks may be involved in operating in a given area. Milchem's marketing executives use the information to identify the most promising opportunities and then to structure market plans, target sales efforts, direct product research and development, and forecast manpower and capital-spending needs.

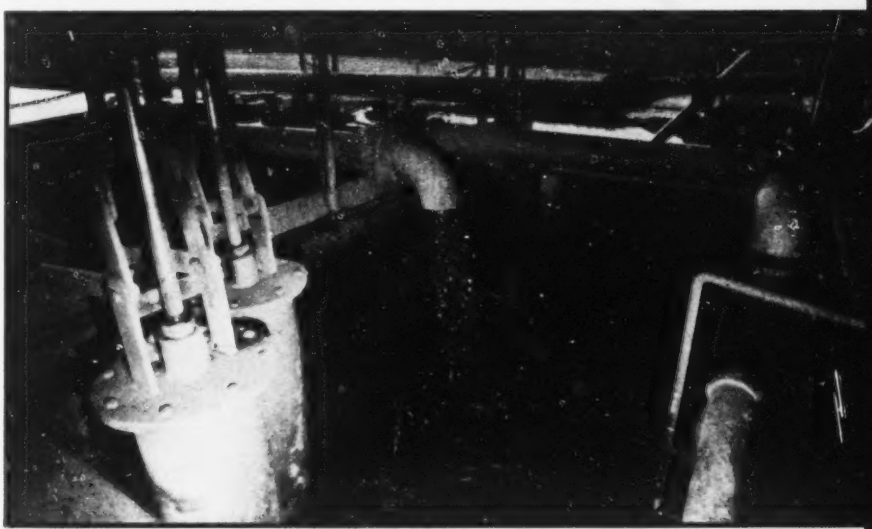
Market research also helps mud companies identify elusive buying influences. "Part of the thrill of the game is to identify who the principal buying influence is," says Baroid's Rupert. "It varies from company to



Market planning ranks high among drilling-fluids executives. From left: OBI-Hughes' Jerry Dumas and NL Baroid's Ken Tanner and Paul Rupert.



Trainee service engineers study mud chemistry in Baroid's school lab.



Mud flow from the well carries valuable clues to conditions "downhole."

company. Usually it's more than one person. So if we do our job right, we communicate with different levels in the customer's company."

In today's black-gold rush, it's difficult to track all the new operators, let alone find out whether their buying influence is a purchasing agent, operations vice president, drilling superintendent, or all three plus a couple of technical experts. Nonetheless, the major marketers try to track newcomers, because, as IMCO's marketing administration director Louis E. Buresh puts it, "Market share is everything to us in the long run." Says Buresh, "If a company drills one well, it will drill others. Repeat business is important. It is common to do $6–$7 million with one account."

Market planning

IMCO and other mud companies use a combination of corporate and grass-roots research and forecasts to develop annual market plans and set specific sales goals. "The plans aren't just exercises," says Baroid's Rupert, whose company uses a combination of a five-year strategic plan and a one-year marketing plan. "We use them and refer to them at our monthly operations reviews."

Similarly, OBI president Jerry Dumas and his top managers review their plan quarterly to assess results to date and to "redirect resources to take advantage of areas that have blossomed and those that haven't," Dumas says. OBI's current plans call for becoming a fully national mud supplier by the end of next March and then expanding the foreign market base.

"Being a strong worldwide organization will make us a more competent mud company," says Dumas. "It will give us an opportunity to be exposed to drilling problems we might never see in the U.S." For example, Dumas says that OBI's work in the North Sea already has given it access to certain shale-section problems that it might not have encountered domestically. This has fostered product research that will probably expand OBI's capabilities, and may help it achieve management's goal of becoming one of the market leaders by 1990.

Customers' priorities

Such development efforts often determine which mud company lands a big chunk of business. John Kelly, senior engineering consultant for Mobil Oil in Dallas, for example, says, "How much a company is contributing to the resolution of drilling problems and how much it is willing to cooperate in the development of products is a big factor with us. That's why we use the majors." Adds Patrick Petroleum's Sheets, "The majors are doing the research and coming out with the new products. So we want to support them."

Distribution and training facilities are also important to a mud company's marketing mix. Thus Conoco's Efthim says that when he is choosing among suppliers with servicing expertise "a lot depends on who's got the closest stocking point." It costs a lot to move mud and the customer usually pays for freight. Thus virtually all of the majors have recently expanded their physical distribution facilities. They are also investing heavily in training for customers, as well as for their own sales and service personnel.

Training aids the marketing effort in two ways: (1) Customers are likely to respect the expertise and specify the products of companies that have trained them. (2) Trained mud-company personnel give their employers a real edge in the field in sales as well as service.

"Our salespeople have to convince prospects that we can provide a more economical operation and that they won't have to sit up nights worrying about their drilling operation," says Baroid's Kenneth D. Tanner, business development vice president, NL Drilling Products. Tanner, who joined Baroid as a salesperson, notes that, "way back when I started, we had just a few products. A salesman went to mud school for two weeks and rode with an experienced salesman for a week or two. Then he got 16 counties and never saw anyone from the company."

Today, Tanner says, Baroid's salespeople sell in excess of 150 products and spend weeks in NL Industries $22 million Petroleum Services Training Center in Houston. When they get their own territories, they also get extensive support from the home office, including AV sales presentations, technical literature, a 24-hour hot line to Baroid's central laboratory, and as of last month, a technical newsletter that keeps them abreast of developments in the laboratory.

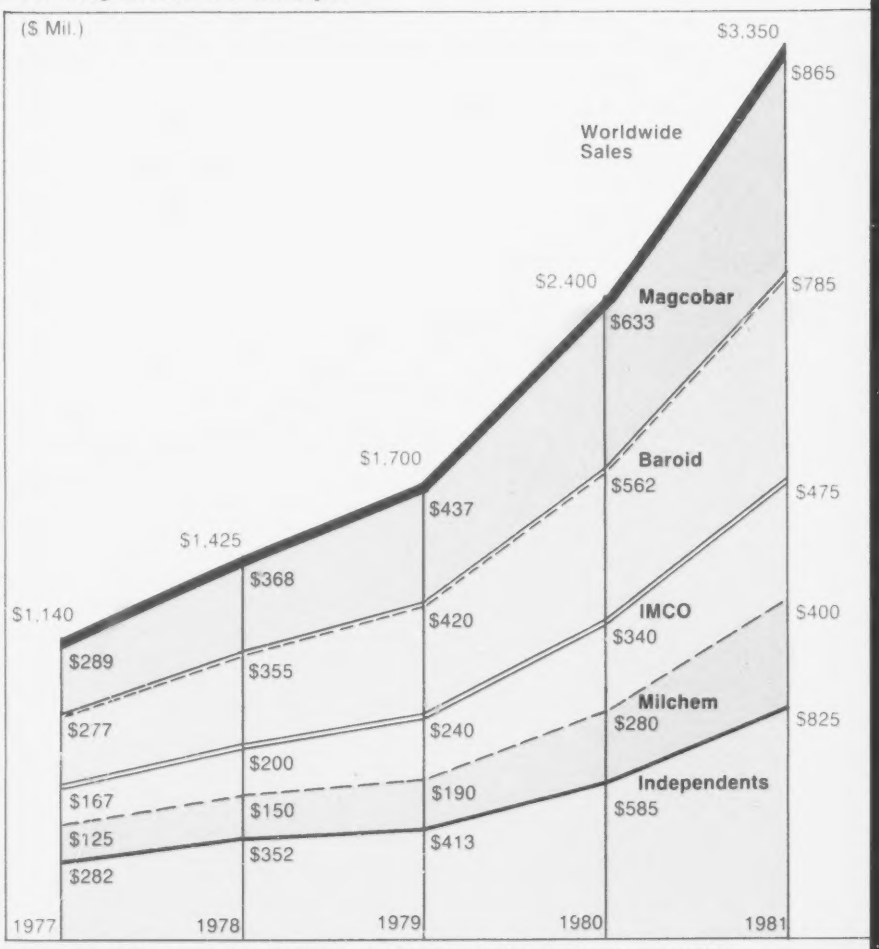
Getting repeat business

The salesperson's job is to identify buying influences and to keep the operating and management personnel of oil and gas companies up to date on his product lines. Repeat business is the mainstay of the market. Thus the salesperson also acts as a liaison between his own management and service engineers on the one hand and the customer's and drilling contractor's personnel on the other.

Many mud salespeople take a broad view of their duties. For example, OBI regional sales manager Williams says, "Part of my job is to help customers line up such items as pumps and casing products when supplies get tight so that they can start drilling and use my mud."

Probably the toughest job for a mud salesperson is to persuade oil and gas company executives to try a new product

How they divide the mud pie



Source: Paine Webber Mitchell Hutchins, Inc. (PWMH), *Oil Service Monthly*, June 1981. PWMH bases 1977–1980 revenues for Magcobar and Baroid on their parent companies' annual reports. Magcobar's revenues include hardware and treating chemicals. Baroid's include hardware rentals but exclude hardware sales, treating chemicals, and its Hycolog drill bits. All other figures are PWMH estimates.

Sales & Marketing Management

that's designed to replace an old standby rather than solve a hitherto unresolved drilling problem. "This is a very conservative market place," says Baroid's Rupert, voicing an opinion also expressed by financial analysts, publishers, and other mud-company executives. "The good thing about it is that products have staying power. The bad thing is that there is reluctance to try new products because people buy on reliability, not strictly on specifications."

Are ads a necessary evil?

The industry's cautious approach to new products is presenting Baroid marketers with a tough challenge. Baroid recently introduced Bar-Gain, a premium-priced substitute for barite. Baroid claims it speeds drilling by 25%–50%, thereby reducing drilling costs. So far, however, sales haven't met marketers' expectations. They hope to persuade customers to give Bar-Gain a chance with a new AV sales presentation that they shipped to Baroid's field sales offices last month and with a new ad campaign. Both will emphasize the cost-savings of customers that have tried the product.

All the leading companies regularly advertise in such trade publications as *Oil & Gas Journal* and *World Oil*, and all of them appear at trade shows. Ads and show appearances generally strive to gain share of mind by touting the mud company's technological prowess and its services.

OBI's new marketing services director Jerry Conway thinks mud-company ads should do more than that. "Advertising has been looked on by this industry as a necessary evil," he says. "I think it has to be integrated into the marketing mix." To that end, OBI has just begun a new ad program that will be tied in with a direct-mail campaign, new promotion literature, and even a new mud-bag package design. Says Conway, "We have to change OBI's identity in people's minds as a one-product, oil-base mud company. Fifty percent of our line is water-based."

Despite the mud industry's push toward marketing, only Magcobar, whose executives refused to be interviewed by S&MM, uses product management. Its system is about three years old, and industry observers consider Magcobar a strong marketer with excellent distribution. Baroid executives, whose goal is to take 40% of the market in coming years, believe that their company eventually will also embrace product management, along with other marketing techniques.

What the market shares will look like by the end of the decade is almost as hard to call as the productivity of a new well. Competitive pressures continue to build rapidly with big marketing-oriented companies, such as Dow Chemical, entering the field via acquisition, and leading "independents," such as OBI, vastly increasing their capabilities. Then too, the hordes of new oil and gas companies may be less reluctant than established ones to try new mud companies. But if the majors can make marketing work for them the way they make their products work for customers, they'll probably continue to share at least half the mud pie. S&MM

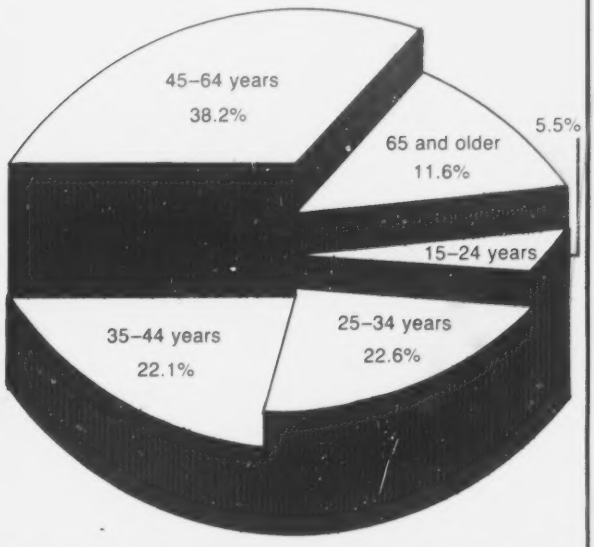
S&MM MARKETGRAPH

The middle-aged: Living it up

While the poet Byron deplored the midlife stage as "that horrid equinox . . . of human years," marketers in the 1980s will aim more selling appeals at the middle-aged market (which the Census Bureau labels as between 45 and 64 years of age). As Prof. William Lazer, Michigan State Univ., points out, "The middle years are generally the best income-accumulating years for the average family, and when parents feel free to spend on themselves [because] the children are grown." As a result, says Sandra Shaber, consumer economist at Chase Econometric Associates, "affluent families in their forties and fifties will stimulate spending [in the 1980s] for higher-priced autos and other durables which fit into a life-style including few or no children, as well as for goods and services for leisure activities."

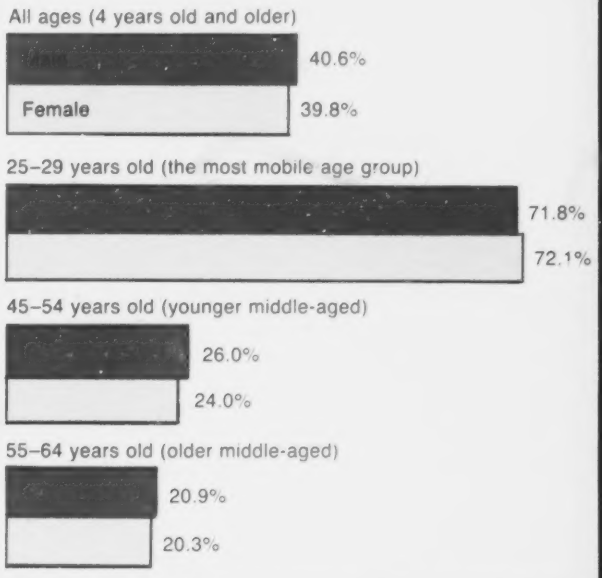
Although representing only 31% of all households, the middle-aged account for 38% of total buying power.

% of total money income by age of householder



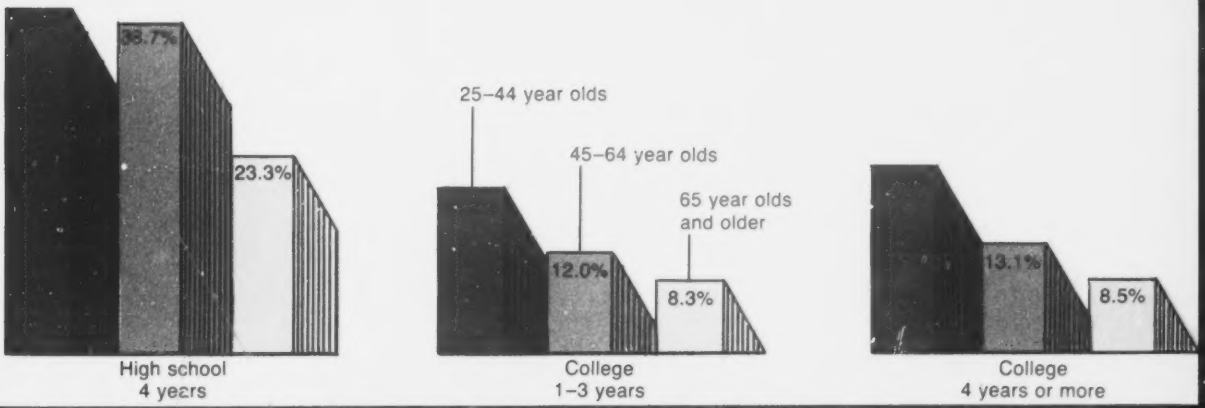
Established in their careers and with community roots, the middle-aged are less likely to move.

% of persons moving between 1975 and 1979



Compared to baby boomers (25–44 years old), the middle-aged had completed their education before college mania hit.

% of schooling completed



Sources: Census Bureau, *Social and Economic Characteristics or Americans During Midlife, Series P-23, No. 111; Money Income of Households in the U.S.: 1979, Series P-60, No. 120.*

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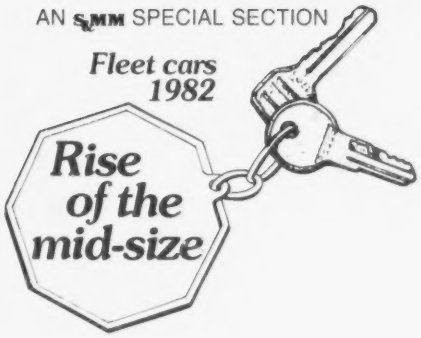
Fleet cars 1982

Rise of the mid-size

Although sales and marketing executives are still in the process of downsizing their sales fleets, the mid-sized, front-wheel-drive car is as far down as most want to go. These days, that seems to be the best way to balance cost and performance.



Getting the most out of every mile

By AL URBANSKI
Associate Editor

With gasoline readily available throughout the country and its price fairly stable, the frantic rush of fleet managers to get their drivers into downsized, fuel-efficient cars seems to have subsided. After a few years of watching fleet purchasers experiment with various methods of wringing better fuel economy out of their cars, fleet sales directors at the major U.S. auto companies think they know where the average sales-fleet driver will be sitting for at least the next three years—and that is behind the wheel of a mid-sized, front-wheel-drive automobile with a six-cylinder engine.

This is not to say that sales and marketing executives no longer worry about fuel economy. When asked which fleet costs have risen most, 70% of the respondents to S&MM's 1981 survey of sales-fleet managers (see tables, page 65) answered "gasoline." That is compared, however, to 89% who so responded last year.

The minds of fleet managers this year are more occupied with the staggering prices of new cars and the soaring interest rates they face in trying to finance them. Hoping that rates will eventually drop, more and more managers are putting off new-car purchases and extending the replacement cycles of their vehicles well beyond the normal 24 months, in turn creating a problem for auto manufacturers: how to lure fleet purchasers out of the waiting game and get them to place orders.

"Looks like a fire sale"

The answer came with a barrage of early-order incentive programs from all quarters of Detroit. In return for placing fleet orders before the fall introduction season, manufacturers offered buyers rebates, guaranteed interest rates, and a bevy of free options. Ford went so far as to guarantee the resale value of all its cars. In the words of Chevrolet's director of fleet sales, George Frink, "The industry looks like a fire sale."

Some key findings in S&MM's exclusive survey:

♦ More than 37% of respondents claimed that operating costs have risen 11%–15% in the past year, and another 30% said the increase topped the 15% mark. Nearly two-thirds of those polled cited initial car prices as the area where costs have risen most.

♦ Despite skyrocketing costs, fleet executives affirm that the automobile is an indispensable business tool. Nearly 40% say they plan to increase the number of cars in their fleets over the next three years and also increase the amount of driving their representatives do in line with sales growth.

♦ Maintenance and repair bills demand a larger share of the fleet administrator's budget. In this year's survey, 40% more respondents named this area as a prime cost concern. Observers think this is a side effect of extending replacement cycles mixed with the inflated costs of labor and parts.

♦ The majority of sales representatives (52.3%) still harbor negative feelings about small cars, yet managers are still committed to downsizing, with 49% of them saying that at least half of their fleets will consist of compacts or subcompacts within the next three years. Sales executives find it hard to agree on what exactly constitutes a "small" car, how-

Highlights of S&MM's sales-car survey

1. Where have fleet costs risen the most?

	1981	*1980*
Gasoline	70.0%	89.2%
Initial car prices	63.8	61.8
Maintenance and repair	32.3	23.2
Lease terms	20.0	26.1
Insurance	14.6	17.6
Administration	.8	2.2

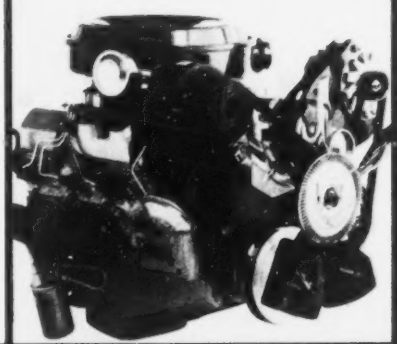
2. What has been the trend in your fleet-car operating costs during the past year?

Up 1%–5%	4.6%
Up 6%–10%	20.0
Up 11%–15%	37.6
Up more than 15%	30.0
Stayed the same	3.8
No answer	4.0

3. Which of the following steps have you taken to help cut fleet costs?

Scheduled calls in same general areas	43.8%
Used more telephone selling	40.7
Redrawn territories	25.3
Put off purchases or new leases	22.3
Used more direct mail	19.2
Cut down sales-call frequencies	16.1
Cut back on car options paid by company	12.3
Limited eligibility for fleet cars	11.5
Downsized fleet cars	9.2

Survey results are based on a mailing to 1,000 S&MM subscribers. By the cutoff date, 176 questionnaires were received. Of those who responded, 130 provide sales cars to some of their salespeople or reimburse them for the business use of their personal cars. The results for 1980 are taken from the survey that appeared in S&MM's Oct. 6, 1980 Fleet Car Special Section. The base for those answers is 176. In certain cases, totals exceed 100% because some respondents gave multiple answers.



4. During the next three years, do you plan to:

	1981	*1980*
Increase the number of fleet cars	39.2%	28.0%
Reduce the number of fleet cars	7.7	4.7
Maintain current levels	40.8	67.3
Unsure	12.3	—

5. What changes have you made or do you plan to make in using fleet cars?

	Have Done In Past Year		*Plan To Make In Coming Year*	
	1981	*1980*	*1981*	*1980*
Increase driving in line with sales growth	25.4%	21.6%	40.0%	34.4%
Reduce driving slightly	23.1	30.9	17.0	25.2
Reduce driving significantly	3.8	11.1	3.8	4.6
Stay about the same	47.7	36.4	28.4	35.8
Unsure	—	—	10.8	—

6. What % of your fleet consists of small cars (compacts and subcompacts) . . .

% Of Fleet In Small Cars	*(% Of Respondents) 1981*	*1980*
0%–24%	62.3%	78.2%
25%–49%	11.5	11.5
50%–74%	11.5	6.1
75%–100%	8.5	4.2
No answer	6.2	—

. . . and what will be the % three years from now?

% Of Fleet In Small Cars	*(% Of Respondents) 1981*	*1980*
0%–24%	30.8%	28.6%
25%–49%	10.0	16.8
50%–74%	16.2	21.7
75%–100%	33.0	32.9
No answer	10.0	—

7. What is your sales force's attitude toward small cars?

	1981	*1980*
Negative	52.3%	46.6%
Neutral	33.1	37.4
Positive	14.6	16.0

8. Are salespeople helping to keep fleet costs down?

	1981	*1980*
They're somewhat cooperative	57.0%	45.2%
They're very cooperative	37.0	40.3
They're not cooperative at all	6.0	14.5

9. What incentive, if any, do you offer salespeople to keep fleet costs down?

None	84.6%
Bonus	3.8
Increased profit sharing	3.8
Let them keep their jobs	3.0
Other	4.8

Fleet cars 1982

Rise of the mid-size

ever. One person's "mid-sized" car is another's "compact."

With fuel economy their goal, all but the most diehard sales executives have introduced compact cars to their fleets in recent years, some with a definite plan in mind, others "irrationally," according to one auto-company executive. Now the returns on small cars are in, and many are disappointed with the long-term economic value of the compact. "We put about 30 downsized cars in our fleet last year," says Tom Brunner, marketing manager for Macwhyte Co., Kenosha, WI, "and we noticed a marked drop in the durability of their engines and drive trains compared with larger cars."

Having had the chance to measure the cost-saving virtues of the downsized car against such factors as company image, space requirements, and the driver's state of mind, sales-fleet managers have a better picture of what the "correct" type of fleet car should be. It will definitely b smaller than in the past, but not *too* small. "Fleet cars are not going to keep getting smaller and smaller," says John Cain, vice president of auto leasing for Associates Leasing, Chicago. "The mid-sized, front-wheel-drive car is pretty much going to be *the* fleet car for the next three to five years."

Detroit's move away from the rear-wheel-drive car has allowed fleets to downsize, yet retain a good portion of much-needed trunk and seating

Why Xerox gambled on 5,000 K-cars

Chrysler is number three, so it tries harder—and that includes the fleet-sales department. Last year it captured the biggest prize in the business: Xerox, keeper of the nation's largest fleet. Between October 1980 and April 1981, the business-machine giant replaced more than half of its 9,300-car stable with 5,000 hot-off-the-assembly-line K-car station wagons.

Why would the world's most sophisticated team of corporate fleet managers gamble so much money on a brand new model with no track record of resale or performance? "We did a lot of testing on the vehicle and were really pleased with its performance," says Ron Pink, business manager of vehicle fleet operations for Xerox. "And since the car is a front-wheel-drive, we based its resale appeal on that of Chrysler's front-wheel-drive Omnis and Horizons, both of which were selling great on the used-car market. We told top management that it was a high risk, but it was the right product for us. Our decision had nothing to do with rescuing a troubled company."

Chrysler nailed down the account by creating an elaborate service program exclusively for Xerox. "We established hot lines between Xerox and our service and parts division in case any of their cars are down or need parts," says Fran Hazelroth, Chrysler's director of fleet and leasing. "We also had each of Xerox's drivers submit a report

Photo courtesy of Automotive Age

Chrysler's Iacocca (l.) with Ron Pink of Xerox.

to us detailing the condition of the cars when they received them and fed the returns into a computer. If a Xerox guy has problems with his car, we'll turn handsprings to help him, and I'm talking about everybody, Mr. Iacocca [Chrysler's CEO] included."

The public relations value of the sale has been priceless to Chrysler. "I get calls all the time from fleet managers at other companies wanting to know about the K-cars," Pink says. Consequently, Chrysler is grabbing other big fleet accounts—International Harvester for one—by offering them tailor-made service programs similar to Xerox's. It has also resold Xerox. The company will add another 3,000 K-cars to its fleet next spring.

Fleet cars 1982

Rise of the mid-size

space. "I can't imagine downsizing a car with rear-wheel drive," says Fran Hazelroth, director of fleet and leasing at Chrysler. "You'd have to have rickets to fit into the thing." Hazelroth also says that front-wheel drives bring a smile to the fleet manager's face at resale time. "There's a definite shortage of front-wheel-drive cars on the used-car market because of their limited production," he claims.

Lee Hatch, traffic manager for Deseret Co., Sandy, UT, is in the process of converting his company's entire 250-car fleet to mid-sized, front-wheel drives, hoping to save money on tires as well as fuel. "Because the back tires are just rolling and not pushing, most of the rubber loss is going to come off the front tires," he says. "So instead of replacing four tires every 30 or 40 thousand miles, we hope we'll only be replacing two."

While everyone knows that the tables can turn quickly, fuel is in abundant supply and its price has remained stable throughout 1981. To be sure, fuel economy will continue to be one of the sales manager's major considerations in selecting a new car line, yet he may be more willing to sacrifice a few extra dollars in return for more seating and storage capacity. "I have a contention that makes people sit back and stare at me," says Chevy's Frink with a conspiratorial smile. "I say, 'Fuel economy is no longer important.' What's happened over the last two or three years is that fuel economy became 70% of the weight in a buying decision. My contention is that that's wrong. I'm not saying it was wrong in the mid-1970s, I'm saying it's wrong in 1982. You can't *buy* a fuel-inefficient car today!"

Frink goes on to say that

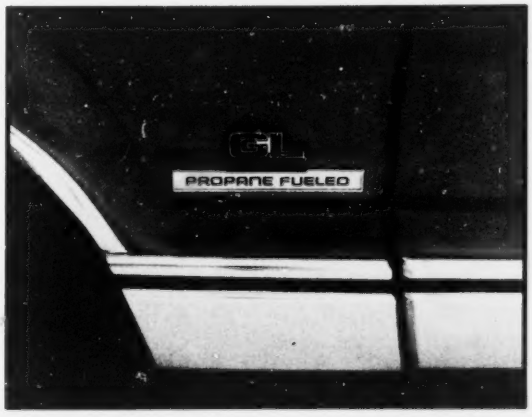
Ford offers fleets a life outside OPEC

How would you like to parlay 20-mpg fuel economy with fuel that costs as little as 70¢ a gallon? A pre-OPEC fantasy? The people at Ford are trying to make this fleet manager's dream come true.

This January, Ford will offer a propane-fueled Granada to its fleet customers in the U.S. Propane, technically known as liquefied petroleum gas (LPG), currently sells for about two-thirds the price of gasoline. In addition, the fuel gives off a very low level of hydrocarbon after burning, making emission-control valves and catalytic converters obsolete in the propane car. "It's a simpler system than the gasoline car, so less can go wrong with it," says Joe Caddell, light truck and power trains marketing manager for Ford. "And because hardly any carbon accumulates in the car's combustion chamber, its engine life is longer."

While propane is substantially cheaper than gasoline, it also contains less energy per gallon. But Ford says the difference is minimal, claiming that in a 20-mpg automobile the operator will lose only one or two miles to a gallon using propane.

Moreover, the long-term outlook on propane's availability is good. Since about 60% of LPG is extracted from natural gas, Ford estimates that 90% of the propane used in the U.S. can be produced domestically.



Distinguishing mark of the propane Granada.

But for now, where does one find a service station that pumps LPG? Only 3,000 outlets here provide propane, a large number of them in the West. So Ford is pitching its first propane models to fleets that drive home each evening to a common base where an LPG fueling station can be set up. This can be done inexpensively, Caddell maintains, since propane can be pumped into the car from above-ground tanks using a special nozzle, eliminating the need for costly underground tanks and pumping systems.

Fleet cars 1982

Rise of the mid-size

fleet buyers are finally beginning to understand that, taking attendant costs into account, they may not be saving all that much money with cars that get any more than 25 miles to the gallon. "Let's say you've got a 25-mpg Celebrity, our new intermediate," he says. "To get 30 miles a gallon, you've got to go to a Chevette, a subcompact. Now that's a good, dependable car, but I don't know if you want your salesman driving 25,000 miles a year in it."

Nelson Karney, director of fleet sales at Pontiac, feels that availability of fuel plus technological advances in car design will increase the amount of driving done in 1982. "You also have to work a little harder for the business you get today," he says, "and that means making more sales calls." Karney is counting on this perceived trend to restore Pontiac's high-performance image, in turn helping the company to revive its flagging fleet sales by appealing to the youthful business driver. "We're going to talk about the fun of driving again," he says.

Respondents to S&MM's survey back Karney up somewhat, indicating they're doing a little more driving and a little less telephone selling than they did last year. Still, a healthy number of companies are, whenever possible, trying to reach borderline customers without driving to their door. "We compute the distance between calls and measure that against sales we've been making in the area," says A.W. Schafer Jr.,

New for 1982 (clockwise from top left): Renault 18i wagon; Plymouth Horizon; Mercury Zephyr; Toyota Cressida; Oldsmobile Cutlass Supreme; and Chevrolet's J-car, the Cavalier.

Fleet cars 1982

Rise of the mid-size

vice president of Merc-O-Tronic Instruments, Almont, MI. "If the return is low, we go to the telephone and direct mail."

Put off by the high cost of new cars and money, and buoyed by a robust used-car market, more fleet managers are also turning to extension of replacement cycles to cut expenses. Detroit's fleet executives agree that the average road use of a fleet car has jumped from 24 months to 27, indicating that a good number of fleets keep cars on the road for 36 months. "When you're going from paying $6,500 for a car to $10,000," says Associates Leasing's Cain, "you want to prolong your investment."

One who has applied this reasoning is Walter Krieger, sales vice president at Eberhard Faber, Crestwood Park, PA. "We always used a two-year cycle," he says, "but escalating costs made us look more carefully at our figures. We saw that we could save money by pushing our cars servicing urban areas to 36 months. This isn't practical to do, though, if you're going to drive a car more than 60,000 miles."

Marty Levine, manager of fleet marketing at American Motors, however, sees the prolonging of fleet-car life as a temporary situation. "A lot of the cars being extended to 36 months are the larger 1980 models with eight-cylinder engines that have all of a sudden become saleproof," he claims.

Fleet managers confused

In an attempt to discourage fleet managers from extending the life of their cars, and thus make it easier for them to buy new ones, domestic auto companies showered commercial vehicle users with incentives. Leasing and fleet management company executives report that Detroit's largesse caused many customers to rethink their buying plans. Jim Frank, president of Wheels, Inc., Chicago, says "Many are not extending their replacement cycles because they want to take advantage of these offers." But, adds Bob Ward, president of Gelco Fleet Management Group, Eden Prairie, MN, "the big question is which of the many alternatives do you take?"

Summertime enticements

Throughout the summer, fleet managers were in a quandary over how the various enticements thrown their way stacked up against each other. All General Motors divisions offered the same guaranteed interest rates, yet some divisions gave buyers the alternative of choosing a free option on some models while others did not. Ford is guaranteeing the resale value of all models, while Chrysler gives rebates ranging from $350 to $600 depending on the model selected, throwing in a choice of a free AM/FM stereo or CB radio. "Manufacturers came out with some good programs," says Associates Leasing's John Cain, "but they also confused a lot of people."

Adding to the confusion is a lack of clear-cut class definitions that could be applied to similarly sized models produced by different auto companies and divisions. "When a fleet manager is trying to pick the incentive program that's

Associates Leasing's Cain

Gelco's Ward

Wheels's Frank

Chevrolet's Frink

Pontiac's Karney

Fleet cars 1982

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best for his company, he has to be careful that he's looking at comparable vehicles," says Bill McCreedy, Ford's dealer-leasing manager. "It's tough to tell if a J-car sets off against an Escort or if the K-car sets off against the Fairmont. There's a difference of opinion."

McCreedy feels that the outpouring of incentives from Detroit signals increased competition for fleet accounts, especially at a time when the auto industry's retail sales are lagging. Others, like Pontiac's Karney, disagree. "Selling to the fleet market is as competitive in a good year as it is in an off year," he contends. Yet another fleet-sales manager suggests that the saturation of incentives may have resulted from the fact that the major auto companies' products are more price-competitive with each other than ever before. "The cost differentials between our products and someone else's are almost nonexistent today," says Lincoln-Mercury's John A. Rowley. "Winning the fleet account is purely a question of what kind of service we can supply to our customer."

Forsaking options

While auto companies use free options as a way of attracting commercial business, many fleet administrators are beginning to shy away from loading their cars with frivolous extras. In recent years, it has been a common practice to gratify a driver being forced into a downsized car by packing his unit with options, the price of which would be recovered on the used car lot. But that strategy is beginning to backfire. "Used cars are becoming so expensive, many retailing for $5,000," explains Jim Frank of Wheels, "that nobody is going to want to pay any more for options they're not going to use." Frank also reports that providing the prestige nameplate—another way of easing the chagrin of a salesperson being given a smaller car—is on the wane because of high initial costs. But purveyors of one so-called prestige nameplate—Oldsmobile—are not worried. "We just completed a survey on resale value of our 1979 models," says John Wellman, director of national fleet sales at Olds, "and we retained 95% of the cost of the Cutlass Supreme Coupe. Sure, inflation has brought up resale prices, but most other makes are still only retaining 65%."

Diesels advance

Oldsmobile has also seen an increase in the fleet popularity of its diesel engines, which it manufactures for all GM divisions that offer them. Wellman maintains that the diesel engine produced by Olds is comparable to any other manufactured anywhere in the world. "We had some initial problems with them," he admits, "but we've stood up and taken care of them."

Bob Burns, president of Automobile Leasing, Inc., Troy, MI, says that when it comes to diesels, fleets either love 'em or hate 'em. "A lot of our customers won't even think of trying the diesel," he says. "Others won't drive anything else." One fleet buyer who has been sold on diesels is Al Crider, sales

Oldsmobile's Wellman

Ford's McCreedy

American Motors' Levine

Chrysler's Hazelroth

Buick's Stephan

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manager for Poly Plastic & Design in Springfield, OH. "We feel the diesel approach will help reduce maintenance and fuel costs and still give us the comfort of a big car," he says.

Another comfort to manufacturers of higher-priced cars is the fact that companies often provide certain automobiles in order to attract quality salespeople and keep them in the force. A study of S&MM subscribers conducted early this year by Erdos and Morgan, Inc., showed that of 766 sales executives whose companies provide cars to salespeople, 74% agree that the sales car is an incentive. Nelson Karney, of Pontiac, says that one of his customers recently purchased 30 Firebirds for his fleet, hoping the sporty cars would lure single, young salesmen into his company. "More and more salespeople are recognizing the car as a perk," confirms Oldsmobile's Wellman.

Tom Stephan, director of national fleet sales for Buick—another "prestige" name—claims that sales are healthy at his division, too. Lending some credence to Jim Frank's assertion that fleet buyers are turning away from adding new options, Buick is offering companies the chance to order its Regal Sedan minus some standard extras. "This allows them to get the nameplate, but leave off things they don't necessarily need," says Stephan. "It makes us more competitive."

Imports wait for spring

Less competitive in the fleet market this year are the major Japanese auto makers, whose "self-imposed" import limitations are making if difficult for them to solicit new accounts. Ron Green, national fleet administration manager for Toyota, is hopeful that the restrictions will come off by April, allowing his company to get in on the spring recycling period. Jim Tavasci, national fleet sales and leasing manager for Datsun, on the other hand, claims the limitations have not hurt Datsun's fleet business. "We introduced a new plan to dealers for special fleet orders," he says. "If a dealer lands a big fleet account, he will be allotted that amount of cars over and above his retail allotment." Green goes on to say that Japanese imports will continue to appeal to fleets looking for small, fuel-efficient cars. "Detroit is making strides in design," he says, "but they don't have the total package together yet." In S&MM's survey of sales and marketing executives, 18.5% said they had some imports in their fleets.

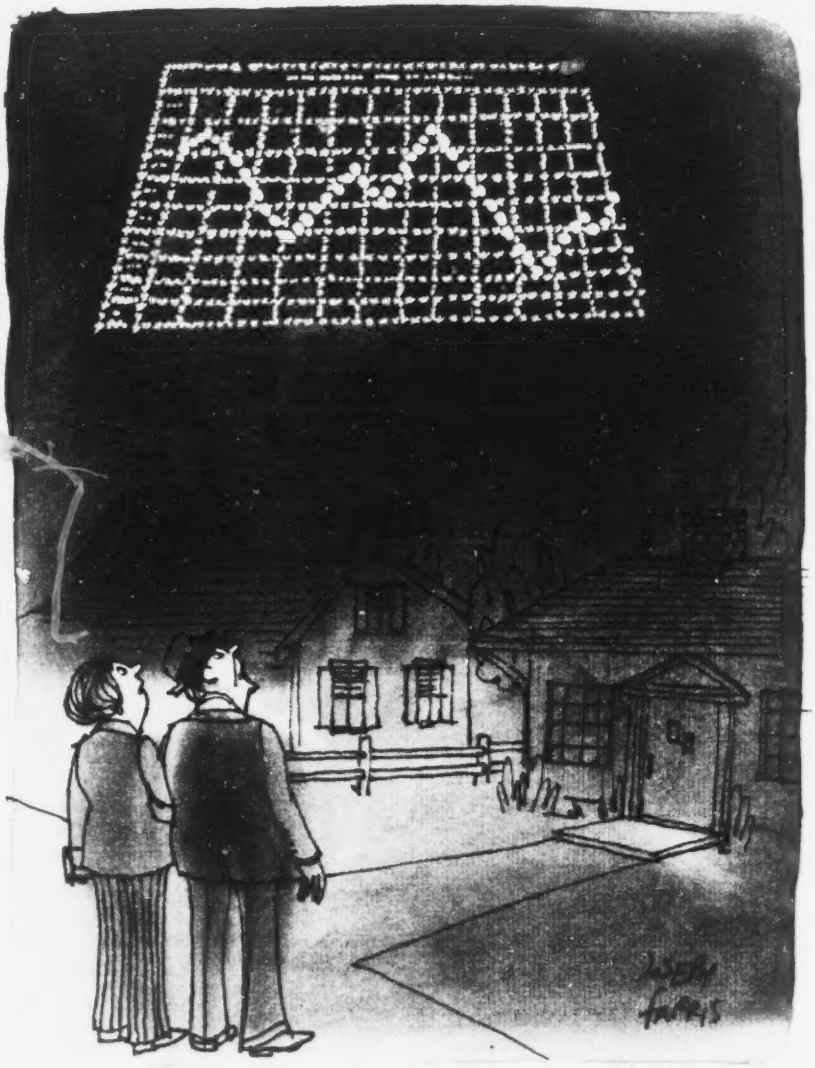
Maintenance costs up

While sales-fleet administrators are being tenacious in controlling costs, there is one area of cost concern they are having a hard time keeping pace with: maintenance and repair. More than 32% of respondents in this year's survey named it as a major fleet expense, up from 23% last year, pushing it ahead of lease terms to number three on the list of top expenses. Auto-company fleet executives cite inflation as the major cause, quickly pointing out that scheduled maintenance intervals, such as for oil changes, are farther apart than ever be-

Fleet cars 1982

Rise of the mid-size

fore. Another reason is that salespeople are driving a new breed of car that may present problems they're not used to. "There are some prices to be paid for the fuel economy and the packaging we're going to," says Chevy's Frink. "If the automatic transmission fails in a front-wheel-drive car, the axle is probably going to fail with it. So what used to be an $800 bill is going to be $1,200."



"The condition of the world?"

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There is no doubt about it, the job of the sales manager-cum-fleet administrator is getting more complex every day. Consequently, corporations are attaching greater importance to the fleet manager's role, with some large companies making it a full-time position. "More and more, the opinions and judgment of sales managers are being called upon by top management when it comes to deciding what kind of cars their sales forces are going to be driving," says Gelco's Bob Ward. The study of S&MM subscribers conducted by Erdos and Morgan bears out this observation. Of 766 sales managers who said that their companies provide cars to their salespeople, 44.8% said they were personally involved in selecting makes and models.

Old ways must change

Jim Frank of Wheels thinks that, because buying factors in the fleet-car market are changing so rapidly, sales managers will have to pay even more attention to fleet considerations if they want to give their companies the best return on their dollars. "The old fleet, where you made a plan for the year and forgot about it, has to go," he says. "The manager of a sales fleet has to have the ability to react to changes in the market. If a manufacturer comes out with a great new program, he should be able to alter his plan and take advantage of it."

Automobile Leasing's Bob Burns says that sales executives charged with running the company's fleet are already implementing Frank's advice. "They'll tell you they're confused, but they're not, really," he says. "These guys spend a lot of time comparing models, prices, and programs, and today they're just as well-informed as we are." S&MM

NOTE

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Section B.
Merchandise Line Sales for 1980 by Metropolitan Markets

Section C.
U.S. Metropolitan Market Projections for Population, Effective Buying Income, Retail Sales, and S&MM's Buying Power Index

Section D.
Annual Survey of Newspaper Markets

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Section A

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Tomorrow's new rich

Postwar babies are grown up

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

In the 1980s, the baby-boom generation will produce its biggest payoff for marketers.

Although the tidal wave of baby boomers created vast new markets at each stage of the life cycle—diapers and books by Dr. Spock, soft drinks and phonograph records, blue jeans and hi-fi stereos, and, most recently, housing and recreational goods and services—the payoff to come will be the biggest yet because they are moving into their peak income years. This means overall income growth should accelerate, and that upper-income consumers will grow at a brisker pace than in the last decade.

Numbers alone can give the baby boomers an awesome market-shaping power, but the equally important changed social values they have unleashed will impact markets in the 1980s:

- Household fragmentation will continue as nontraditional types grow faster than traditional types.
- Multi-earner buying units will become a prized sales target.
- Working women will trigger a second revolution.
- Suburbs' changed complexion will offer new challenges to marketers.
- Lopsided geographical growth will tilt sales prospecting more to the South and West.

Despite the general agreement on the baby boomers' importance, there's less agreement on the market's actual size. Market-size estimates depend on the basis you use for making calculations.

Demographer Leon F. Bouvier, in a monograph for the Population Reference Bureau, Washington, DC, *America's Baby Boom: The Fateful Bulge*, says: "To pinpoint the period of the baby boom, both the rates and number of births must be considered. If we are interested in fertility behavior—the annual number of births per woman—the rates are the crucial indicator; if we are interested in societal impacts, the number of births in a given year is more meaningful."

When rates are used, he says, the baby boom falls in the 1947–64 period, during which fertility rates remained over 3.0. If number of births are the criteria, the boom falls into a shorter time frame, 1954–64, when over 4 million babies came on the scene each year. That means, in 1980, those between 16 and 33 years of age

were baby boomers on a rate basis, those between 16 and 26 on a births basis.

Because marketers and demographers rely on the five-year age spans in which the Census Bureau reports population totals, the baby boomers, in the 1980 Census, shaped up like this: 15–19 year olds, 21.2 million; 20–24, 21.3 million; 25–29, 19.5 million; and 30–34, 17.6 million. That's a whopping 79.6 million, or more than one of every three people included in the head count.

During the 1980s, older baby boomers will move into the 35–44-year-old group, younger ones into the 25–34 group. Each age segment will be among the fastest-growing in the decade—the 35–44s increasing 42%, the 25–34s 14%.

What gives these numbers heady prospects for marketers is the fact that the 42% increase will be for baby boomers moving into their peak buying power years. Family heads in the 35–44 age group tote incomes 55% above the all-family norm. Even the younger baby boomers will move into an age group where the income level is 25% above average.

As a result, the flashiest growth rates in the 1980s will be chalked up by better-heeled buyers. Projections by Data Resources, Inc. (DRI), Lexington, MA, a leading econometrics outfit and a McGraw-Hill subsidiary, indicate that the number of consumer units in the $50,000–$59,999 class will double; the $60,000-and-over units will increase 85%; and the $40,000–$49,999 group 69%.

Baby boomers' clout

These impressive increases will be due mostly to the baby boomers. "Most of them will be entering their thirties during the decade," says DRI analyst Michael Shannon. "The work experience they acquired in the 1970s will result in higher productivity and income. Also, in millions of baby-boom families both the husband and wife will be working."

One other dramatic indicator of the baby boomers' future buying power that marketers should consider: the 35–44 year olds will be the only group that will increase its slice of the total income pie this decade; from 21.6% in 1980 to 25.8% in 1990. Every other age group will make do with thinner portions except for the 25–34 year olds, the younger baby boomers, whose share will edge up from 23.0% to 23.7%. By 1985, the biggest chunk of buying power will be wielded by the 35–44 group.

Equally cheering for marketers is the likelihood that real income of the typical con-

SURVEY HIGHLIGHT

Metro market outlook through 1985

	1985 Projected Estimates	*Projected % Change 1980–85*	*Actual % Change 1975–80*
POPULATION (Thous.)			
U.S.	**241,180.6**	**+ 5.5%**	**+ 6.5%**
Metro	180,487.8	+ 5.0	+ 6.5
Nonmetro	60,692.8	+ 7.2	+ 6.6
HOUSEHOLDS (Thous.)			
U.S.	**91,193.9**	**+11.3%**	**+12.9%**
Metro	68,704.9	+10.8	+13.0
Nonmetro	22,489.0	+12.9	+12.5
EFFECTIVE BUYING INCOME ($000)			
U.S.	**$3,117,351,987**	**+71.8%**	**+69.0%**
Metro	2,516,679,082	+72.7	+69.1
Nonmetro	600,672,905	+68.3	+68.6
AVG. EBI PER HOUSEHOLD			
U.S.	**$34,184**	**+54.3%**	**+49.7%**
Metro	36,630	+55.8	+49.6
Nonmetro	26,710	+49.1	+49.9
RETAIL SALES ($000)			
U.S.	**$1,630,482,850**	**+68.8%**	**+61.8%**
Metro	1,287,481,257	+68.6	+61.7
Nonmetro	343,001,593	+69.5	+62.5
AVG. RETAIL SALES PER HOUSEHOLD			
U.S.	**$17,879**	**+51.6%**	**+43.4%**
Metro	18,739	+52.1	+43.0
Nonmetro	15,252	+50.1	+44.4
BUYING POWER INDEX			
U.S.	**100.0000**	**N.A.**	**N.A.**
Metro	79.0211	+ 0.1%	− 0.1%
Nonmetro	20.9789	− 0.5	+ 0.3

N.A. Not applicable; 100 is an index figure equivalent to the total U.S. sales potential for that year. The metro and nonmetro indexes are shares of the total U.S. sales potential.
Note: The 1985 projections apply to the 305 S&MM metropolitan markets as currently defined. Similarly, in calculating the percent changes the metro market totals are based on the county definitions for the base years 1975 and 1980. By 1985, the federal government may have made additional changes in the boundaries of existing markets and named new markets based on the results of the 1980 Census of Population and Housing.
Source: *Sales & Marketing Management's 1981 Survey of Buying Power—Part II.*
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The outlook for the 1980s

Component	1980 Actual	1985 Low	1985 High-1	1985 High-2	1990 Low	1990 High-1	1990 High-2
	Bil. of 1972$						
Gross national product	**$1,480.7**	**$1,653.3**	**$1,784.7**	**$1,775.1**	**$1,902.4**	**$2,172.6**	**$2,171.8**
Personal consumption expenditures	935.1	1,001.0	1,094.5	1,091.3	1,166.5	1,346.0	1,364.0
Gross private domestic investment	203.7	263.6	310.1	309.7	315.8	420.2	422.6
Nonresidential structures	48.4	46.4	49.3	49.2	55.5	62.4	62.8
Producers' durable equipment	110.0	135.3	163.5	164.8	172.6	240.9	243.5
Residential investment	48.2	67.6	78.5	77.0	70.9	92.1	91.6
Government purchases	290.0	327.9	324.7	324.9	346.9	344.4	347.6
Federal	108.2	128.9	126.6	125.9	140.3	135.3	137.5
State & local	181.9	199.0	198.1	199.0	206.6	209.1	210.1

	1973–80 Actual	1980–85 Projected			1985–90 Projected		
	Annual % Change						
Gross national product	**2.4%**	**2.2%**	**3.8%**	**3.7%**	**2.8%**	**4.0%**	**4.1%**
Personal consumption expenditures	2.8	1.4	3.2	3.1	3.1	4.2	4.6
Gross private domestic investment	−0.9	5.3	8.8	8.7	3.7	6.3	6.4
Nonresidential structures	0.3	−0.8	0.4	0.3	3.6	4.8	5.0
Producers' durable equipment	2.8	4.2	8.2	8.4	5.0	8.1	8.1
Residential investment	−3.6	7.0	10.2	9.8	1.0	3.2	3.5
Government purchases	1.9	2.5	2.3	2.3	1.1	1.2	1.4
Federal	1.7	3.6	3.2	3.1	1.7	1.3	1.8
State & local	2.1	1.8	1.7	1.8	0.8	1.1	1.1

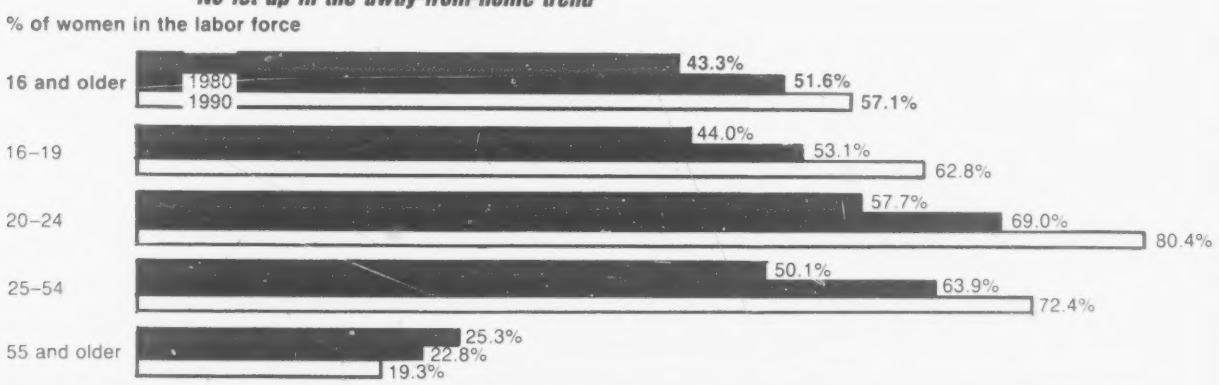
Notes: The Bureau of Labor Statistics, in revising its 1979 projections of the 1980s, worked with three sets of assumptions. "The low-trend projection," says economist Norman C. Saunders, in BLS's Office of Economic Growth and Employment Projections, "is characterized by assumptions of continuing high inflation, low productivity growth, and moderate expansion in real production. Alternatively, the high-trend version-1 projection assumes marked improvements in both inflation and productivity, greater labor force growth, and commensurately higher real production levels. Finally, the new high-trend version-2 alternative assumes labor force growth consistent with the low-trend, but greater productivity gains and less inflation." S&MM presents all three scenarios so that the reader can base his planning on the set of assumptions closest to his own ideas about the future. Full details of BLS projection are in the August issue of *Monthly Labor Review*.

Source: Bureau of Labor Statistics, *The U.S. economy through 1990—an update; New economic projections through 1990—an overview; The outlook for industry output and employment through 1990; Occupational employment growth through 1990.*

[s] Sales & Marketing Management.

Growth market to watch: Working women

No let-up in the away-from-home trend



Motherhood no longer an impediment

Marital Status Of Women	Total	With No Children Under 18	With Children Under 18 Total	With Children Under 18 Under 6
	% In The Labor Force			
Total	**51.1%**	**48.0%**	**56.6%**	**46.6%**
Never married	61.2	61.8	51.5	43.4
Married, husband present	50.2	46.1	54.2	45.0
Married, husband absent	59.4	58.7	59.9	51.8
Widowed	22.5	19.9	58.8	45.6
Divorced	74.5	71.4	78.1	68.0

Notes: Labor force is "employed plus those looking for work." Data are for March 1980.

Sources: Bureau of Labor Statistics, *Labor force projections to 1990: Three possible paths*; Population Reference Bureau, *U.S. Women at Work*.

[s] Sales & Marketing Management.

sumer unit will climb 15.9% in the 1980s, from $20,432 to $23,673 (in 1980$). That's a striking turnaround from the lackluster 1970s, when real income gains were stagnant. The 1970s' poor performance was due to the massive influx of inexperienced baby boomers into their first, low-paying jobs; slower productivity growth; high inflation rates; and the sharp rise in one-person, female-headed, and broken homes, all of which have below-average incomes.

Finally, the anticipated 15.9% growth may actually understate the average consumer unit's enhanced buying power. With a household size expected to shrink further in the decade, the dollars available will be spread over fewer people, leading to a higher level of discretionary spending.

While the age demographics promise to give an upward thrust to income levels in the 1980s, household changes could restrain future buying power growth. The Census Bureau's latest annual report on consumer income notes:

"One of the most dramatic changes in the composition of households in the 1970s was the increase in the number of family households maintained by women with no husband present. In 1970, these households constituted 11% of all family households; 10 years later the number of family households maintained by women had increased by 53% to 8.5 million, constituting 15% of all family households.

Not so well off

"These families tend to have considerably lower incomes than married couples and constitute a very large share of the poverty population. This trend may continue in the 1980s, especially if there are increases in the number of separations, divorces, and children born out of wedlock. Disproportionately high increases in families maintained by women will likely have a dampening effect on the overall growth of household and family income."

The relatively greater importance of nonfamily-type households, especially the one-person unit, is another potential brake on income growth. During the last decade, such households jumped from 19% of the total to 26%, the bureau reports.

As a rule, nonfamily households earn considerably less than family households. Last year, for example, median income of families was 153% greater than that of unrelated individuals.

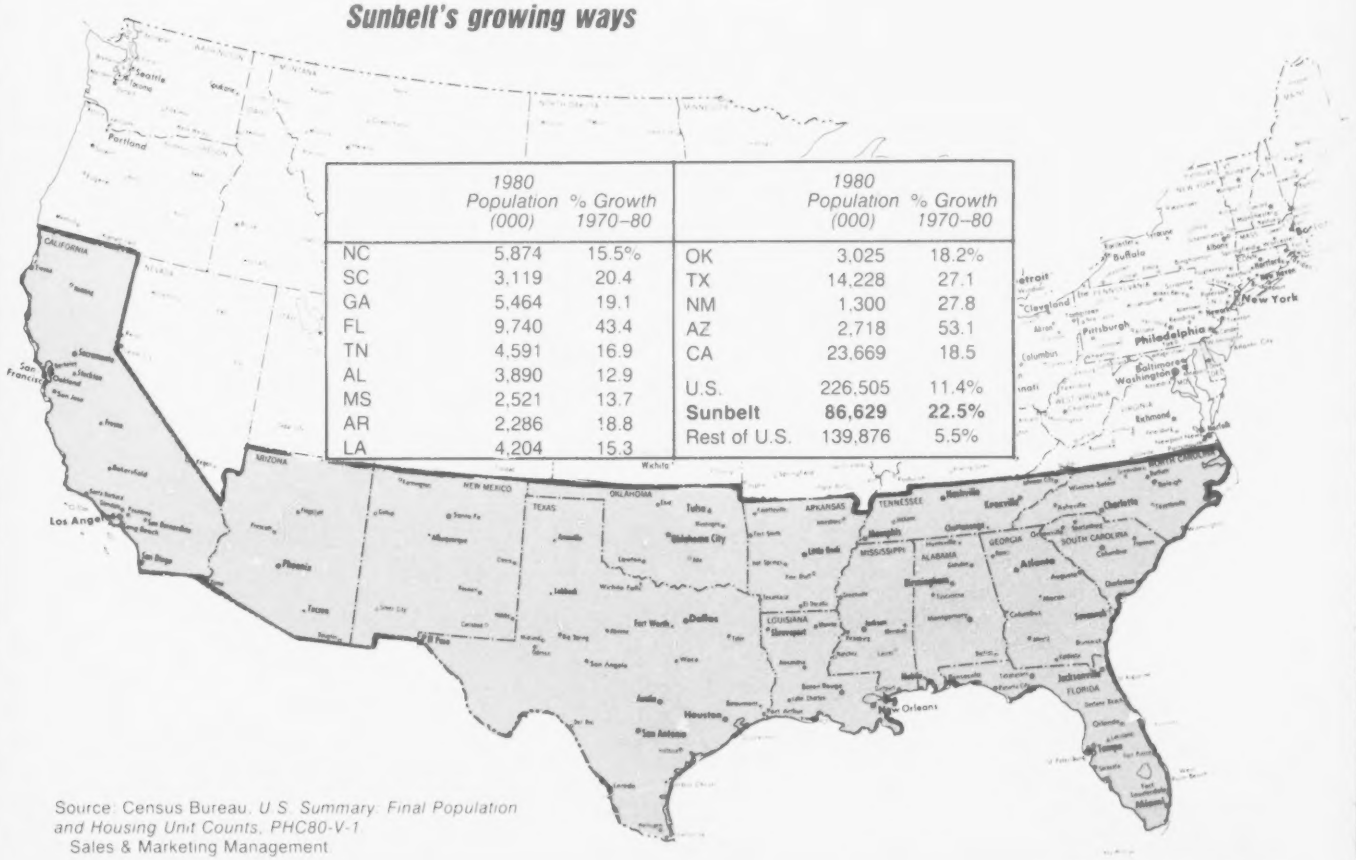
Within the family sector, too, there are sharp income differences as to types of households. Compared to married-couple families, the male householder with no spouse present earned 22% less, the female householder without a spouse 73% less.

Most observers agree that nonfamily units will continue

MARKET HIGHLIGHT

Sunbelt's growing ways

	1980 Population (000)	*% Growth 1970–80*		*1980 Population (000)*	*% Growth 1970–80*
NC	5,874	15.5%	OK	3,025	18.2%
SC	3,119	20.4	TX	14,228	27.1
GA	5,464	19.1	NM	1,300	27.8
FL	9,740	43.4	AZ	2,718	53.1
TN	4,591	16.9	CA	23,669	18.5
AL	3,890	12.9	U.S.	226,505	11.4%
MS	2,521	13.7	**Sunbelt**	**86,629**	**22.5%**
AR	2,286	18.8	Rest of U.S.	139,876	5.5%
LA	4,204	15.3			



Source: Census Bureau, *U.S. Summary: Final Population and Housing Unit Counts, PHC80-V-1*
Sales & Marketing Management

Growth market to watch: Two-earner households

Projected growth of married, two-earner households

Age of Head	1977 Number (000)	1977 % Of Age Group	1985 Number (000)	1985 % Of Age Group	1990 Number (000)	1990 % Of Age Group
Under 35	9,222	65%	11,034	65%	10,926	65%
35–44	5,060	56	7,710	63	8,978	64
45–54	4,439	50	5,147	58	6,033	67
55–64	1,946	32	2,847	49	2,839	51
65 and older	71	5	92	5	111	6
Total	**20,738**	**53%**	**26,830**	**60%**	**28,887**	**61%**

Source: Carol Brock Kenney, vice president, Shearson/American Express.

Projected median income by household type

	1970	1980	1990	% Growth 1970–1980	% Growth 1980–1990
	In 1980 $				
All households	$16,116	$16,569	$18,802	2.8%	13.5%
Familes	19,083	21,669	24,570	13.6	13.4
Two-income families	**23,742**	**27,423**	**33,578**	**15.5**	**22.4**
Singles	6,067	8,412	10,179	38.7	21.0

Source: Sandra Shaber, director of consumer economics, Chase Econometrics Associates.
[1] Sales & Marketing Management.

Buying power outlook: Upscale becomes broadscale

More at the top, fewer at the bottom

Income Group	1980 Total Consumer Units	%	1985 Total Consumer Units	%	1990 Total Consumer Units	%
Under $10,000	26,078	30.3%	26,864	28.1%	26,716	25.8%
$10,000–$19,999	24,465	28.4	25,990	27.2	26,802	25.9
$20,000–$29,999	17,371	20.2	19,309	20.2	20,584	19.9
$30,000–$39,999	9,562	11.1	11,801	12.3	13,846	13.4
$40,000–$49,999	4,349	5.1	5,686	5.9	7,327	7.1
$50,000–$59,999	1,779	2.1	2,526	2.6	3,562	3.4
$60,000 & over	2,477	2.9	3,408	3.6	4,574	4.4
Total consumer units	**86,084**	**100.0%**	**95,589**	**100.0%**	**103,416**	**100.0%**
Mean income	**$20,432**	—	**$21,938**	—	**$23,673**	—

Baby boomers (35–44 year olds) the richest target

Age Group	1980 Total Income $ Mil.	%	1985 Total Income $ Mil.	%	1990 Total Income $ Mil.	%
Under 25	$101,425	5.8%	$106,376	5.1%	$106,468	4.3%
25–34	403,820	23.0	502,509	24.0	580,660	23.7
35–44	380,002	21.6	505,889	24.1	632,690	25.8
45–54	357,221	20.3	400,089	19.1	494,306	20.2
55–64	298,075	16.9	329,609	15.7	345,494	14.1
65 & older	218,363	12.4	252,588	12.0	288,522	11.8

Mean income by age group

Age Group	1980 Mean Income	Index U.S. = 100	1985 Mean Income	Index U.S. = 100	1990 Mean Income	Index U.S. = 100
Under 25	$11,569	57	$12,133	55	$12,704	54
25–34	19,887	97	21,127	96	22,751	96
35–44	26,046	127	27,438	125	28,842	122
45–54	27,814	136	30,681	140	33,178	140
55–64	23,271	114	25,363	116	27,827	118
65 & older	13,021	64	13,607	62	14,240	60

Notes: All income expressed in 1980 dollars. Details may not add to 100 due to rounding. Data Resources' "consumer units" are defined differently from the *Survey*'s households. Both treat the family as a single unit. However, whereas the *Survey* treats unrelated individuals living in the same household as one household, DRI treats each individual in such a household as a consumer unit if each has his or her own incomes. Thus DRI's consumer-unit total will always be greater than the *Survey*'s household total.
Source: Data Resources, Inc., Consumer Research Div. Further reproduction prohibited.
[1] Sales & Marketing Management.

to outpace families in the 1980s, due to postponement of marriage, higher divorce rates, and increases in the elderly population. Consequently, they'll be a deterrent in the rate of future growth in household income.

While the rise of nontraditional households may have an impact on average income levels, marketers will still have a larger market target at the upper-income ranges. A report by the Urban Institute, Washington, DC, *The Urban Households in the 1980s: A Demographic and Economic Perspective,* reasons that "the 1980s will mirror the 1970s with regard to income gains. Like the decade preceding it, the 1980s will witness increases concentrated in the higher-income groups, with little gain in the lower- and middle-income categories." This would mean, the report cautions, "small decreases in discretionary income for moderate-income families during the decade."

An overlooked point

Strangely, all of the discussions on future income trends miss a very salient point: decreasing household size. The long-term trend of fewer persons per household will continue in the current decade, meaning that in a typical consumer buying unit there will be fewer people on whom the income must be spent. Subsequently, even a small increase in income can spell a much greater increase in buying power because relatively more can be spent on each of the fewer members making up the smaller households.

Ironically, marketers will have their work cut out for them in tapping the income cornucopia. Most long-range forecasts see consumer spending failing to match income gains because of: (1) an aging population boosting the savings ratio, which has been at record lows in recent years, and (2) the emphasis on needed capital investment to modernize industry, spur productivity

MARKET HIGHLIGHT

Suburbs' changing complexion

A shifting metro profile . . .

	Metro Total[1]	Central Cities[2]	Suburbs[2]	Fringe Counties[3]
POPULATION (000)				
All races				
1960	122,809	59,947	59,648	3,214
1970	143,372	63,797	75,622	3,953
1980	157,190	63,111	88,737	5,342
Blacks				
1960	13,072	9,914	2,825	323
1970	17,096	13,140	3,630	326
1980	20,522	14,751	5,424	347
% RATE OF CHANGE				
All races				
1960–70	+16.7%	+ 6.4%	+26.8%	+23.0%
1970–80	+ 9.6	− 1.1	+17.3	+35.1
Blacks				
1960–70	+30.9%	+32.5%	+28.5%	+ 0.7%
1970–80	+20.0	+12.3	+49.4	+ 6.6
BLACK % OF POPULATION				
1960	10.6%	16.5%	4.7%	10.1%
1970	11.9	20.6	4.8	8.2
1980	13.1	23.4	6.1	6.5

. . . as blacks surge in the suburbs

Suburbs[4]	Black Population	% Rate Of Change 1960–70	% Rate Of Change 1970–80	Numerical Change 1970–80
Los Angeles	398,000	+105.0	+ 65.7%	+157,822
Washington, DC	390,000	+ 98.3	+134.9	+224,045
New York City	285,000	+ 55.5	+ 31.4	+ 68,127
Philadelphia	245,000	+ 34.1	+ 28.9	+ 55,018
Chicago	231,000	+ 65.5	+ 79.9	+102,528
St. Louis	201,000	+ 65.0	+ 50.4	+ 67,339
Atlanta	179,000	+ 23.5	+222.4	+123,639
Detroit	128,000	+ 26.1	+ 32.5	+ 31,378
Baltimore	126,000	+ 25.6	+ 54.9	+ 44,568
Cleveland	94,000	+452.8	+110.6	+ 49,512
Houston	80,000	+ 6.2	+ 21.4	+ 14,100
New Orleans	79,000	+ 26.9	+ 40.4	+ 22,789
Dallas	50,000	+ 1.1	+ 35.4	+ 13,066
Memphis	37,000	− 34.8	− 18.4	− 8,552

[1]S&MM calculation based upon data in next three columns and shown only for purposes of comparison.
[2]Boundaries of metro areas as of 1970, chosen as the midpoint of the 1960–80 period to simplify comparisons.
[3]Counties added between 1970 and 1980 to metro areas as defined in 1970.
[4]Based on 1970 definition.

Note: **Metro Totals** will not be the same as those reported earlier in S&MM articles on the 1980 Census because the Census Bureau analysts used the 1970 boundaries of metro areas as a constant in order that trends over the 1960–80 period could be analyzed.
Source: Special analysis by Larry Long, Center for Demographic Studies, Census Bureau, and Diane DeAre, Population Div., Census Bureau.
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growth, fight inflation, and develop energy supplies.

Even so, marketers will have a lucrative sales target to focus their planning on. Noting that the most substantial income gains will be in the 35–44 age segment, Carol Brock Kenney, senior economist, Shearson/American Express, New York City, says that, "The big themes, considering the more sophisticated, time-conscious consumer, will be quality and convenience at the 'right' price. We expect a continuous shift of the consumer dollar toward convenience-leisure services and away from goods, chiefly autos and housing, as these take lower shares of nominal income. The two major goods areas that should benefit from demographic trends are quality apparel and quality household durables, specifically home furnishings and high-technology appliances.

Good times ahead

"Despite the rather slow growth environment for spending, we expect a reasonably good period for consumer discretionary areas. This is because (1) by 1990 we estimate that two-thirds of married couples under 55 will be two-wage-earner couples, and (2) the large burden of housing and other big-ticket items will diminish as the population progresses from the young-adult age segments to the over-35 age group."

Others see the changing household age mix posing problems for particular industries. Speaking at a Demographic Outlook Conference sponsored by *American Demographics*, Ithaca, NY, deputy chief economist William A. Cox, U.S. Dept. of Commerce, noted that, "In the automobile market, the number of first-time purchasers may already be declining as the number of teen-agers and people in their twenties begins its long-term fall."

"Because households headed by people under 30 will grow by only 2.1 million during the 1980s, less than 40% of their

growth in the 1970s, construction of new apartments will decline sharply," he stated. This will negatively impact durable home furnishings and equipment, he added, putting greater pressure on marketers to stimulate replacement sales "by significant improvements in the products' technical capacities, such as energy efficiency."

Dual-earner couples, who will become one of the hot markets of the 1980s, will give a strong lift to baby boomers' buying power. According to Sandra Shaber, director of consumer economics, Chase Econometrics, Bala Cynwyd, PA, such units represent 40% of all families, vs. 34% in 1970, and 28% of all households. She sees the 1990 ratios zipping up to 47% for families, 31% for households.

"In part," she explains, "this increase is due to changing social attitudes combined with greater employment opportunities for women as the service sector grows relative to other sectors, and diminishing barriers in other areas. As the women of the baby-boom generation grow older, they'll remain in the labor force in greater numbers than preceding generations."

Of course, the upsurge in the dual-earner couples is an offshoot of the exodus of women from the kitchen. Last year, more than half, 51.6%, of women 16 years old and older were in the labor force, vs. 43.3% in 1970.

Some of the most explosive growth took place among the baby boomers. The participation rate for women aged 25–34 shot up 45%, from 45.0% to 65.4% in the decade, and the rate for the 20–24 segment climbed 20%, from 57.7% to 69.1%. Wives clicked off a 23% gain, from 40.5% to 49.9%.

In the 1980s, women are expected to fill two of every three new jobs. Bureau of Labor Statistics' latest projections depict the participation rate soaring to between 56.4% and 63.2% by 1990.

An important distinction

Tomorrow's working-women market will have one distinctive difference from today's version—motherhood. Sociologist Linda J. Waite, Rand Corp., Santa Monica, CA, in a monograph for the Population Reference Bureau, *U.S. Women at Work*, points out that, "The most rapid increases in women's employment have occurred among groups who were least likely to work in the past—married mothers and especially mothers of preschool children. During the 1950s and 1960s such women still tended to drop out of the labor force while their children were young. But in the 1970s, the participation rate for women aged 25–34—the prime ages for childbearing and child rearing—went up by more than half, from 43% in 1970 to 65% in 1980."

"These trends suggest a whole set of social expectations among the younger genera-

MARKET HIGHLIGHTS

Households in the 1980s: A slower second half

Household Type	1975 (000)	1980 (000)	1985 (000)	1990 (000)	% Growth 1975–1980	% Growth 1980–1985	% Growth 1985–1990
Married couples	47,404	47,867	49,383	50,871	1.0%	3.2%	3.0%
Other male head	4,467	5,936	7,345	8,557	32.9	23.7	16.5
Other female head	13,965	16,520	18,982	21,096	18.3	14.9	11.1
Divorced/separated	6,008	7,513	8,950	10,087	25.0	19.1	12.7
Widowed	7,957	9,007	10,032	11,009	13.2	11.4	9.7
Singles	**6,672**	**8,783**	**10,621**	**12,187**	**31.6%**	**20.9%**	**14.7%**
Total	**72,508**	**79,106**	**86,331**	**92,711**	**9.1%**	**9.1%**	**7.4%**

Source: The Joint Center for Urban Studies of M.I.T. and Harvard Univ., *The Nation's Families 1960–1990*.
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Retailing outlook for 1982

Store Type	1982 $ Bil.	1981 $ Bil.	% Increase 1981–1982	% Increase 1980–1981
Durable goods	**$ 371.50**	**$ 335.10**	**10.9%**	**12.8%**
Automobiles	217.47	191.27	13.7	14.3
Automotive dealers	196.22	171.17	14.1	14.8
Auto & home supplies	22.24	20.10	10.6	10.7
Building supplies	56.38	53.33	5.7	10.3
Building materials & paint	38.73	37.12	4.3	9.9
Hardware	9.55	8.86	7.7	14.8
Nurseries & garden supplies	8.11	7.34	10.4	7.4
Furniture	49.58	46.74	6.1	7.0
Furniture, rugs & curtains	30.14	28.16	7.0	7.9
Appliances, TV & radio	14.70	14.00	5.0	6.8
Miscellaneous durables	48.07	43.76	9.9	13.9
Nondurable goods	**$ 776.75**	**$ 719.62**	**7.9%**	**9.6%**
Food	260.98	238.49	9.4	9.9
General merchandise	139.05	127.01	9.5	10.0
Department	113.61	103.63	9.5	10.9
Eating & drinking	104.97	95.54	9.9	10.5
Gas stations	104.54	103.56	1.0	10.0
Apparel	53.08	48.34	9.8	9.2
Women's	20.94	18.98	10.3	12.3
Men's	8.76	8.05	8.7	0.6
Shoe	9.89	9.03	9.5	12.8
Drug	37.22	34.32	8.5	9.2
Liquor	18.09	16.84	7.4	1.8
Miscellaneous nondurables	58.81	55.53	5.9	9.1
Total retail stores	**$1,148.25**	**$1,054.72**	**8.9%**	**10.6%**

Note: Current dollars.
Source: Data Resources, Inc., *Consumer Markets Service*.
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tion," says Isabel Sawhill, former director of the National Commission for Manpower Policy and now with the Urban Institute. "We have evidence of a marked shift in attitudes about 'women's place,' especially among the young and well-educated."

College campuses are becoming an incubator of those changed expectations. Women now outnumber men in college enrollment, their share rising from 44.9% to 50.6% during the 1970s.

While women have failed to narrow the earnings gap with men, this picture will likely change in the 1980s, making them a more viable market in their own right. By 1990, the lady of the house will be contributing a significant share of household buying power, and an impressive number of upper-income households will owe that fact to her paycheck.

Several emerging trends support this speculative conclusion. First, the upsurge in the number of women going to college means that tomorrow's distaff worker will bring better credentials to her first job than her older sister did.

Second, as the life cycle of working women changes—that is, longer continuous periods of work—they will gain important occupational skills as well as acquire the seniority that will protect them against the last-hired/first-fired syndrome. This, in turn, will lead to the development of a female version of the "communications network" that males use successfully to advance themselves to better jobs.

A third factor is the different job mix that will distinguish the working women of the 1980s. During the 1970s, women began to break out from the so-called female occupations they were concentrated in, such as nurses, teachers, and secretaries, and to penetrate so-called male occupations. As women attain higher educational qualifications and gain more job experience, this trend can be expected to gain momentum. Once they penetrate the male bastions, they'll use the power of the law to insure that they get commensurate pay for commensurate work.

Second revolution ahead

Some see the changed mix of women workers heralding an even more dramatic revolution than has already occurred. In their study, *The Nation's Families: 1960–1990*, for the Joint Center for Urban Studies, authors George Masnick and Mary Jo Banes argue, "The three aspects of working women—participation, career attachment, income contribution—should be distinguished from one another. Participants range from women spending trifling amounts of time and energy at work to those pursuing full-time careers. Attachment is measured by the extent to which a woman's involvement in her work is substantial and permanent over a period of years and by full-time work throughout the year.

"Only the first aspect has changed dramatically. A second revolution is just underway in attachment, particularly among younger women born after 1940 who are revolutionizing the family structure. A change in relative contribution to family income may be in the wings, but the data are too sketchy to confidently predict its coming on stage."

Greater acceptance of working mothers is one of the baby boomers' changed social values that have produced an unprecedented degree of market segmentation. Households, around which most products and services are designed, are a case in point. Back in 1960, selling to households was an uncomplicated affair when families comprised 85% of such units. Today, the family share has

MARKET HIGHLIGHT

Durables to pace consumer spending in 1982

Product Category	1982 $ Bil.	1981 $ Bil.	% Increase 1981–1982	% Increase 1980–1981
Durables	**$ 269.4**	**$235.0**	**14.1%**	**11.4%**
Motor vehicles & parts	123.4	100.7	22.5	12.0
New autos	64.7	61.4	26.0	11.2
Tires, tubes & parts	23.9	21.4	11.6	11.7
Net used autos	22.2	18.7	18.5	19.9
Furniture & household equipment	100.1	93.3	7.3	10.3
Radios, TVs & musical instruments	25.0	23.9	4.4	10.7
Furniture	21.9	20.5	6.9	11.2
Kitchen & household appliances	21.1	19.2	9.5	8.7
Other durables	45.8	41.9	9.4	12.2
Sporting goods	15.4	14.7	8.6	10.7
Jewelry & watches	13.3	12.1	9.7	18.0
Nondurables	**$ 802.0**	**$742.9**	**8.0%**	**9.9%**
Food	417.7	381.9	9.4	10.5
At home	298.3	273.3	9.1	10.1
Away from home	111.4	101.1	10.2	11.5
Alcoholic beverages	49.4	45.6	8.2	6.6
Apparel	128.4	116.9	9.8	11.5
Women's & girls' clothing	70.6	64.2	10.0	12.1
Men's & boys' clothing	36.0	33.1	8.9	9.3
Gasoline & oil	94.2	93.8	0.4	5.3
Other nondurables	141.2	129.9	8.7	11.5
Tobacco products	24.4	22.7	7.4	11.3
Household cleaning supplies	24.3	21.7	11.9	11.3
Drugs	21.4	19.7	8.6	10.8
Total	**$1,071.4**	**$977.9**	**9.6%**	**10.2%**

Note: Current dollars.
Source: Data Resources, Inc., *Consumer Markets Service.*
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Errata: July 27, 1981 Survey of Buying Power

The following corrections should be entered in your copy of the *1981 Survey of Buying Power*:

Page

A-11 Wausau, WI, should be included in the table "New metro and consolidated areas."

C-126 The overline at the top of the page should read **VA** (cont.)

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slipped to 74% and is expected to dip to 71% by 1990. Household segments have seen even more dramatic changes. Married couples made up three of every four households at the start of the 1960s, but have slipped to three out of five today.

Two distinctive nontraditional types have become significant household markets. Female-headed consumer units surged from less than one out of five households in 1960 to more than one out of four in 1980 (18.2% to 26.1%). One-person units escalated from 13.1% of the total to 22.6% in the same period.

Most of this transformation reflects the baby boomers' impact. Of the 15.6 million increase in households in the last decade, the under-30 age group accounted for a hefty 30.5%, the 30–34 group another 21.6%. Thus more than half of all new households came from these two groups.

Most observers see the fragmentation continuing in the present decade, albeit at a slower rate. Carol Brock Kenney, Shearson American Express, thinks the married-couple share will fall to 56.6% by 1990, while the live-alones will increase theirs to 24.9%.

"It would be a mistake to be too bearish on the family market in the 1980s," she contends. "The baby boom is now moving into the 35–44 prime-family age group. Today, 75% of these women and 80% of the men are married, living with their spouses. At the same time, 9 out of every 10 of these people have at least one child under 18 living at home."

Suburbs' image shattered

Fragmentation in the marketers' favorite piece of geography, the suburbs, will pose another challenge in the 1980s. For example, the "whites-only" image of the communities surrounding the central cities was shattered in the 1970s.

For decades, the mainstream movement of the black population was an exodus from the South to the big central cities in the North and Midwest. The 1970s marked a "dramatic turning point," according to an analysis of 1980 Census results by Larry Long, head of the Census Bureau's Center for Demographic Studies, and Diane DeAre, of the bureau's Population Div.

During the 1970s, they report, the central cities share of total black population slipped from 58.2% to 55.7%, while the suburbs share rose from 16.1% to 20.5%. "For the first time in many decades," they say, "the black population outside the central cities is growing more rapidly than in the central cities."

Significantly, the shift has strong implications for future black buying power. "Since so many jobs are moving from cities to suburbs," Long and DeAre conjecture, "black suburbanization could have long-term consequences for improving blacks' employment

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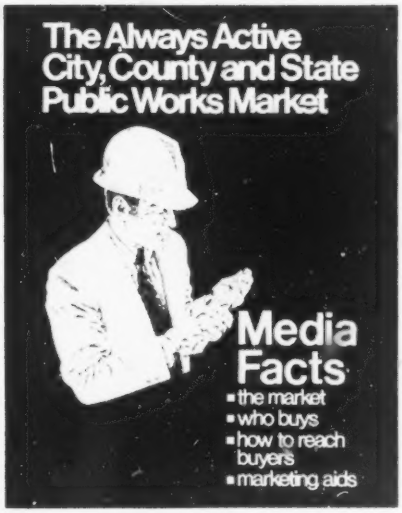

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Caution on growth rates

Certain estimates in this *Survey* are based upon new data that recently became available from the Census Bureau. The merchandise line sales totals are based upon the 1977 Census of Retail Trade, results of which were published earlier this year. The U.S. metro market population projections reflect the findings of the 1980 Census. Thus data in this *Survey* may not be comparable with the estimates in previous *Surveys*. Also, some of the merchandise line sales categories are changed to conform with the Census Bureau's new definitions for certain groups of products.

and occupational mobility prospects.

"For many Americans, a move to the suburbs has meant becoming a homeowner, and a house is a major form of wealth accumulation for middle-class families. Greater opportunities to build equity in a home could help secure middle-class status for many blacks and promote the transmission of that status across generations."

While blacks have begun to move from city to suburb in appreciable numbers, whites are trekking further out to exurbia and beyond, a factor which made nonmetro counties grow faster than metro markets in the 1970s for the first time. Long and DeAre analyzed the "fringe" counties added to metro markets between 1970 and 1980, as well as counties lying just outside the markets. In both cases, they report, "the counties came to house a growing proportion of white population during the 1970s."

Marketers looking for the faster-growing local markets will focus on the South and West in the 1980s. New projections by the Bureau of Economic Analysis point to a possible lopsided growth pattern: Southern and western states are expected to post an annual growth rate of 1.2% in the 1978–2000 period, while the North and Midwest struggle with a middling 0.3% rate.

The energy-rich Rocky Mountain region will set the pace in the growth sweepstakes, posting an annual 1.7% increment, followed by the Southwest's 1.4%, the Far West's 1.3%, and the Southeast's 1.1%.

None of the other regions will even come close. The Plains states will have a 0.6% growth rate, while the New England and Great Lakes states will expand only half as fast, 0.3%. No measurable growth is seen for the mideastern states.

However, there will be local markets that successfully buck the trends of their regions. Bryant Robey, editor of *American Demographics*, pointed out at that magazine's outlook conference that "analysis of population change at the county level reveals that it is areas rich in environmental or lifestyle amenities that have grown rapidly—whether in the Sunbelt or Frost Belt. That explains why the Adirondacks, New Hampshire and Vermont, upper Michigan, and the Ozarks are growing, while not all areas of the South and West are big gainers."

One of the 1970s' most dramatic developments, the faster growth by nonmetro areas compared to metro areas, is likely to continue in the current decade. According to the Urban Institute study, *The Urban Household in the 1980s*, "Nonmetropolitan growth will increase as industry expands into

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New metro areas

The metropolitan markets listed in Section C (page 59) include several changes from the *1980 Survey—Part II*. Acting on the results of the 1980 Census of Population and Housing, the federal government's Office of Management and Budget created 36 new metropolitan markets and eliminated one metro area (Rapid City, SD). Because the new designations raise the total to 305 markets, S&MM has discontinued identifying *potential* metro areas with the familiar triangle next to the market names. Many of the potential areas listed in the *1980 Survey* have now become official Standard Metropolitan Statistical Areas.

The OMB also designated three new Standard Consolidated Statistical Areas (SCSAs), which include two or more closely related SMSAs. They are: Dayton-Springfield, OH; Indianapolis-Anderson, IN; and Providence–Fall River, RI-MA. Two existing SCSAs were enlarged with the addition of new metros. Kenosha, WI, was added to the Chicago-Gary, IL-IN, SCSA and Santa Rosa to the San Francisco–Oakland–San Jose, CA, SCSA.

Here are the 36 new metro areas:

State Market	1980 Pop.	% Gain 1970–80
CALIFORNIA		
Chico	143,851	41.1%
Redding	115,715	49.0
Visalia-Tulare-Porterville	245,751	30.5
Yuba City	101,979	17.7
FLORIDA		
Fort Walton Beach	109,920	24.6
Ocala	122,488	77.4
GEORGIA		
Athens	130,015	20.7
MAINE		
Bangor	165,429	11.2
MARYLAND		
Cumberland	107,782	0.6
Hagerstown	113,086	8.9
MICHIGAN		
Benton Harbor	171,276	4.5
MISSOURI		
Joplin	127,513	13.0
NEW HAMPSHIRE		
Portsmouth-Dover-Rochester	415,419	29.4
NEW YORK		
Glens Falls	109,649	7.4
Newburgh-Middletown	259,603	17.1
NORTH CAROLINA		
Hickory	130,207	18.0
Jacksonville	112,784	9.4
Salisbury-Concord	185,081	12.4
OHIO		
Newark	120,981	12.2
OREGON		
Medford	132,456	40.1
PENNSYLVANIA		
Sharon	128,299	0.8
State College	112,760	13.6
SOUTH CAROLINA		
Anderson	133,235	26.3
Florence	110,163	22.9
Rock Hill	106,720	25.2
TEXAS		
Victoria	68,807	28.0
VERMONT		
Burlington	154,935	15.6
VIRGINIA		
Charlottesville	113,568	26.9
Danville	111,789	6.3
WASHINGTON		
Bellingham	106,701	30.2
Bremerton	146,609	44.1
Olympia	124,624	61.6
WISCONSIN		
Sheboygan	100,935	4.4
Wausau	111,270	14.2
WYOMING		
Casper	71,856	40.2

Notes: Data are for April 1, 1980, hence will differ from totals in Section C, which are as of Dec. 31, 1980. The New England SMSAs were calculated on the basis of county units, whereas the federal government uses cities and townships for defining New England SMSAs.

Source: S&MM calculations based upon individual state reports from the PHC80-V series of the *1980 Census of Population and Housing*.

* Sales & Marketing Management.

the urban periphery, permitting nonmetropolitan residents to be near potential jobs."

The nonmetro focus of population change will impact central cities and suburbs alike. Their economic and political importance will continue to decline, the Institute contends, as more households move beyond metropolitan boundaries.

"It also means," the Institute says, "that central cities will be competing in the 1980s with both suburbs and nonmetro areas for new industry and jobs as the market advantage of central city business locations declines."

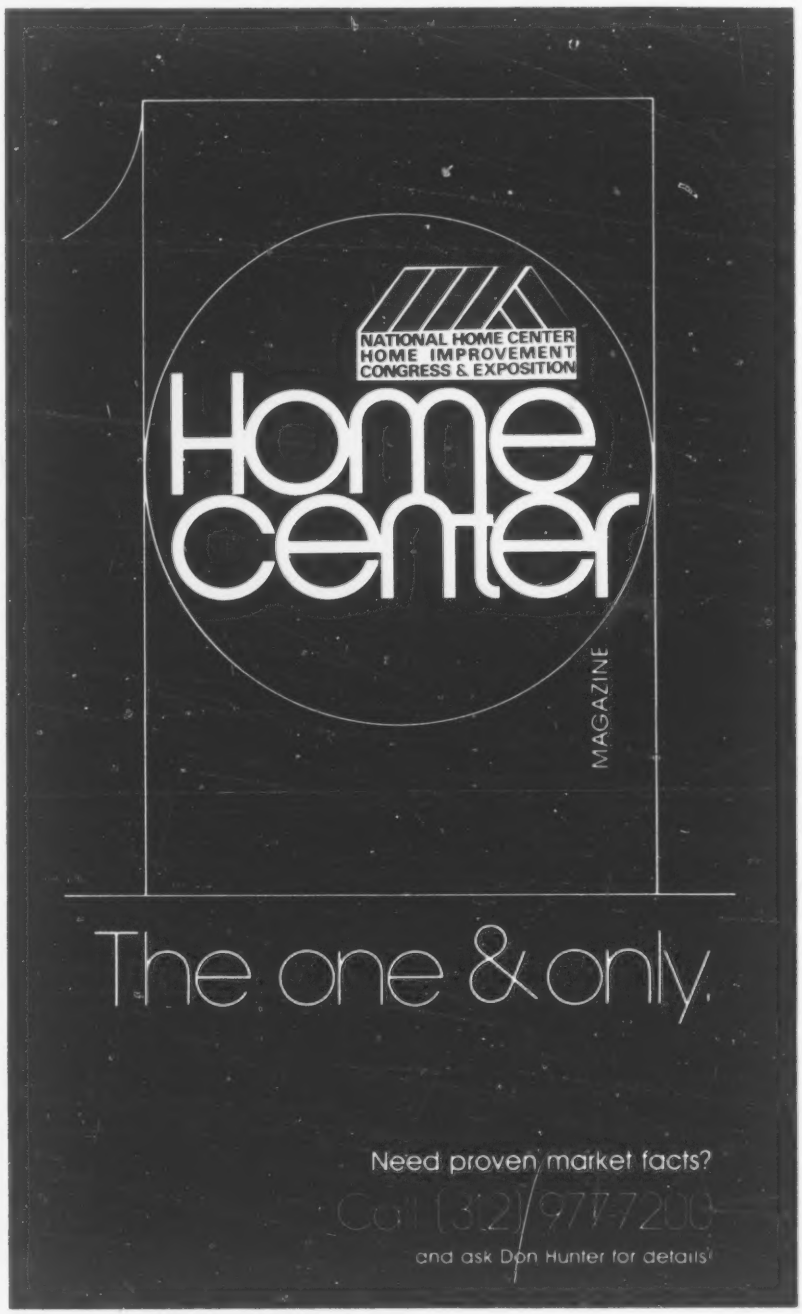
Each decade, of course, does more than continue the trends of the preceding one. Problems not dealt with, or needs unmet, in one decade spill over into the next one, bringing about a new matrix of conflicts and challenges with which marketers will have to contend.

Consumers in conflict

A new client report by Arthur D. Little, Inc., Cambridge, MA, on the effect of demographic and lifestyle trends on consumer spending in the 1980s highlights some of the conflicts. The study sees "consumers wanting to maintain their standard of living, continue personal pursuits, and have individualized products at a time when they face reduced discretionary income, reduced discretionary time, and a marketplace that seeks to limit product choice. Consumer responses to resolve one conflict may in turn intensify or create other conflicts. For example, discretionary income can be increased by labor force entry of a second household member, but this choice also reduces the household's discretionary time."

Ellen I. Metcalf, specialist in consumer behavior and one of the study's authors, says, "A widespread consumer desire for individuality has arisen at a time when manufacturers have moved toward mass marketing, creating a conflict that will be resolved in a variety of ways. Sales of do-it-yourself items will benefit from inflation-constrained buying and the need for individualism. Sales will also increase for those items which lend themselves to personalization, such as beauty aids for different types of skin."

Technology will get a bigger play in product marketing as a response to the conflict between greater individualism and less time available to practice it. "As people desire more individual pursuits despite less leisure time and discretionary income," Metcalf says, "this will force increasing emphasis on activities that can be mastered easily, provide high rewards in a short time period, and can be accomplished at or near the home. As a result, such things as home computers, cable TV, videodiscs, and exercisers will be high on consumer shopping lists."



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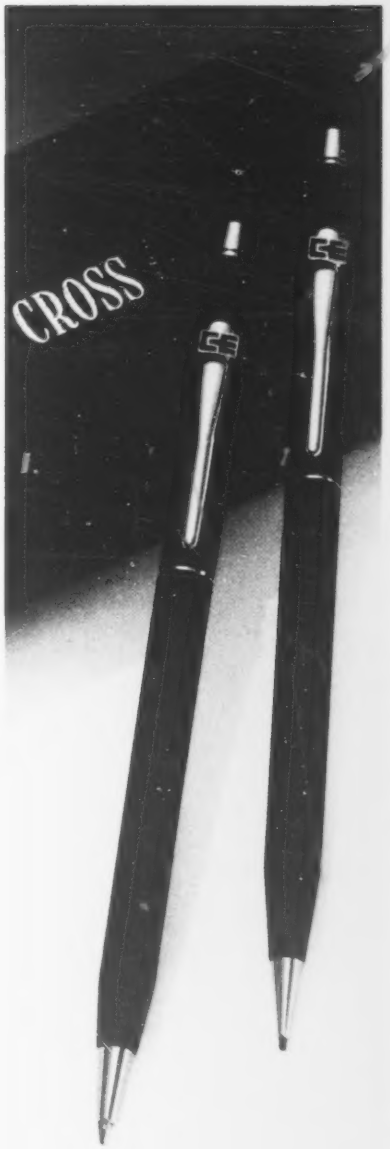

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EBI per household: How inflation hits it

The 65% increase in average Effective Buying Income (EBI) per household that the *Survey* projects for the 1980–85 period is not as handsome as it appears at first glance. The overwhelming bulk of it is due to the high inflation rate assumptions built into it by Market Statistics (MS), the Bill Communications research division that prepares the *Survey* data. MS's expected inflation rates are much higher than most experts anticipate.

As a result of MS's anticipated inflation rates, EBI per household would reach $35,738 by 1985. Thus the difference between that figure and the $36,630 cited in the U.S. Summary on page 61 is $882, which represents, so to speak, the gain in real, or inflation-adjusted, income. In real terms, then, EBI per household by 1985 would be $23,043, which represents a very slight 4% gain, or less than 1% per year, over the five-year time frame.

No other well-known source expects the annual 10% inflation rate over the next few years that MS assumes in its EBI projection. For example, in the 1980–84 period (the latest year such data are available), the Reagan Administration projects inflation to average 7.0%, the Congressional Budget Office (CBO) 7.6%, compared to MS's 10.0% rate. While all administrations stress minimum inflation rates for political reasons, the CBO has a reputation for independent thinking that has at times infuriated both political parties.

Significantly, the two leading econometrics firms, with no political axe to grind, are also advising clients to expect lower inflation rates in the short term. Both Data Resources, Inc., the number one firm in terms of clients, and Evans Economics, the number two firm, anticipate an average 8.6% inflation rate between 1980 and 1983 compared to MS's 10.1% rate for the same period.

The accompanying table shows how different expected inflation rates will impact the outlook for EBI per average household.

How inflation expectations . . .

	Anticipated Inflation Rates			
Year	Market Statistics	Reagan Administration	Congressional Budget Office	Econometrics Firms
1981	+ 10.6%	+ 9.9%	+ 10.1%	+ 10.1%
1982	+ 9.9	+ 7.0	+ 7.2	+ 7.9
1983	+ 9.9	+ 5.7	+ 7.0	+ 7.7
1984	+ 10.0	+ 5.2	+ 6.2	N.A.
1985	+ 9.8	N.A.	N.A.	N.A.

. . . impact household EBI prospects

	Effective Buying Income Per Household			
1981	$24,499	$24,344	$24,388	$24,388
1982	26,924	26,048	26,144	26,306
1983	29,589	27,533	27,974	28,332
1984	32,548	28,965	29,708	N.A.
1985	35,738	N.A.	N.A.	N.A.

N.A. Not available; projections not extended that far out.
Note: The 1980 EBI per household of $22,151 was used as the base for all calculations.
Sources: S&MM calculations; *Sales & Marketing Management's 1981 Survey of Buying Power—Part II*; Executive Office of The President, *Mid-Session Review of the 1982 Budget*; Congressional Budget Office, *The Economic and Budget Outlook: An Update*; Data Resources, Inc.; Evans Economics.
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How the Survey's data give the winning edge to marketing planning

Following is a brief description of each of the Survey's statistical sections and how each will help the marketer make more informed decisions in formulating sales strategies:

Section B: Merchandise Line Sales

Merchandise line sales estimates pertain to the dollars consumers spend on specific product categories, such as groceries and other foods, drugs and other health aids, that are bought from a variety of sources. Retail store sales, on the other hand, refer to the total volume of business of a particular type of retailer, such as food stores or drug stores, and cover the wide assortment of products stocked by the store type.

The distinction is an important one for marketers because in today's environment of scrambled merchandising, with each retailer type penetrating into nontraditional product areas, a particular store type will have less correlation to the product category associated with it. Food stores sell a lot more than groceries.

Because they are based on a single product category, merchandise line sales estimates (starting on page 45) provide a more accurate fix of a product's market potential. Food store sales in 1980, as reported in the *1981 Survey of Buying Power* (S&MM, July 27), totalled $219.4 billion, while purchases of groceries and other foods, the merchandise line category, came to $217.9 billion, according to the *Survey of Buying Power—Part II*.

The dollar spread between a merchandise line category and the store type associated with it may not seem significant at the national level, but the difference can be critical, even misleading, at the local-market level. The more precise the information that the marketer relies on for estimating his product's market potential, the more reliable will be his calculation of his own sales potential, and the more equitable will be the quotas he assigns to his sales personnel.

For example, the spread between food store sales and grocery product purchases is 15% in Houston and 13% in the Los Angeles–Long Beach market. Thus a marketer of a food product could seriously overestimate his sales potential in those two markets if he relied on food store sales.

A marketer of women's clothing will gain sharper insights into his product's sales potential when he examines the data in Section B for nine metro areas he sells in. The markets, and their respective shares of general merchandise store sales, which usually account for two-thirds of women's apparel sales, and women's and girls' clothing sales would look like the preceding table.

Metro Market	% Women's Clothing	% General Merchandise
Dayton, OH	15%	17%
Orlando, FL	13	13
Worcester–Fitchburg–Leominster, MA	12	11
Akron, OH	11	11
Northeastern Pennsylvania, PA	11	9
Raleigh–Durham, NC	11	10
Flint, MI	11	14
Wichita, KS	9	9
Long Branch–Asbury Park, NJ	8	6

The marketer will learn that, based upon each market's share of aggregate women's clothing and general merchandise store sales, there are four markets that show particular promise. They are: Long Branch–Asbury Park, NJ; Worcester–Fitchburg–Leominster, MA; Northeastern Pennsylvania, PA; and Raleigh-Durham, NC. That's because each market's share of total women's clothing sales is greater than the counterpart general merchandise store sales. This gives him a better perspective on where to concentrate his selling efforts.

Section C: Metro Projections

Manage change before it manages you. How often has the harried sales executive been the butt of this homely advice. Trite it may sound, but, unfortunately, too many sales chiefs are still so preoccupied with making short-term gains that they shortchange the equally critical function of long-term planning. S&MM's five-year metropolitan market projections (starting on page 59) take most of the mystery out of what will happen to local markets in the years ahead, thus giving the sales executive a foundation on which to build his future plans.

There are many ways in which metro area projections enhance the marketer's planning. Focussing on the markets

with the biggest percent change for 1980–85, he can ascertain whether he is positioned in the fastest-growing markets, markets that, down the road, will require additional sales personnel due to their larger size. Turning to markets that will grow less than the 5.5% anticipated for the U.S., he can make sure he is not overspending in markets that will comprise a dwindling share of U.S. potential in the future.

Like the ocean's waves, markets rise and fall in response to tidal currents, and the opportunistic marketer must be poised to exploit the turning point of a metropolis's fortunes. For example, if he analyzes the projections for the 10 biggest metro markets, he will learn that Houston and Dallas–Fort Worth will continue their rapid growth, posting gains of 17.1% and 10.5%, respectively.

Metro Market	*1985 Population (Thous.)*	*% Change 1980–85*
New York	8,804.3	– 3.0%
Los Angeles–Long Beach	7,653.8	+ 1.9
Chicago	7,209.2	+ 1.3
Philadelphia	4,662.1	– 1.0
Detroit	4,324.8	– 0.5
Boston	3,639.3	– 0.5
Houston	3,487.5	+ 17.1
Dallas–Fort Worth	3,340.5	+ 10.5
San Francisco–Oakland	3,326.9	+ 1.8
Washington, DC	3,141.1	+ 2.3

He will also note that 4 of the big 10 markets are likely to lose population: New York City, −3.0%; Philadelphia, −1.0%; and Detroit and Boston, each −0.5%. As a result, he now has better insights on where he will have to redeploy field sales forces in the future, concentrating on those markets where additional personnel can exploit a rising sales potential.

Household income level is a closely watched sales indicator because, by adding another dimension to population, it underscores a market's potential buying power. The better off the average household is, the more discretionary income is available in the market for nonessential purchases.

The *Survey* shows for each market Average Effective Buying Income Per Household for the years 1980 and 1985. By calculating the percent change between the two figures, the marketer will learn which markets will enjoy the fastest growth in relative affluence. He can then take that factor into consideration when comparing the relative appeal of different markets.

Similar exercises with retail sales, the third basic dynamic included in S&MM's metro projections, will clue the marketer as to those local markets that will figure importantly in his future sales strategy.

Section D: Newspaper Markets

Once the marketer deploys his sales personnel among targeted metropolitan markets, he turns to the question of allocating advertising support. This year, national advertisers will invest an estimated $2.8 billion in

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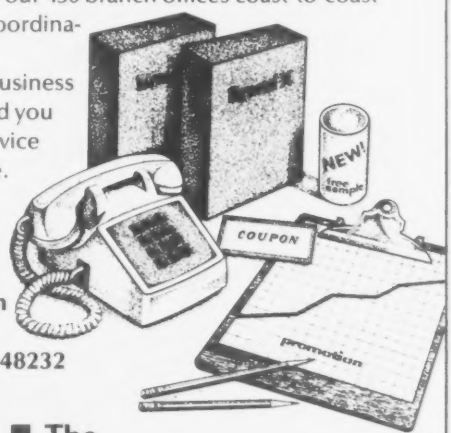

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newspaper advertising to back up their sales personnel. While cost-per-thousand and audience demographics are the principal determinants in how this outlay is spent, S&MM's *Survey of Newspaper Markets* (page 93) gives the marketer an alternative tool for using his newspaper budget most effectively.

Media are commonly bought in clusters of top 25 or top 50 markets. However, the traditional technique of ranking markets by population or households can conceal sales-building opportunities that a canny marketer can exploit. A marketer who anchors his sales strategy on working closely with a particular category of retail store may find a market's retail store sales rank a more helpful indicator than population.

For example, Fort Lauderdale–Hollywood, FL, ranks 44th in population but a much stronger 29th in furniture–home furnishings–appliance store sales. Conversely, Albany-Schenectady-Troy, NY, is 51st in population but a poorer 60th in furniture–home furnishings–appliance store sales.

Working with the basic statistics in the newspaper markets section will turn up insights on how the newspaper budget should be spent. Average Effective Buying Income (EBI) per household (calculated by dividing total EBI by total households) is a helpful clue to the relative appeal of markets of different sizes or even of similar sizes.

Here is how five markets of dramatically different sizes compare as to average household EBI:

Newspaper Market	*Total Hshlds. (Thous.)*	*Average EBI Per Hshld.*
Chicago	2,562.3	$26,913
Miami	1,095.7	21,737
Denver–Boulder	802.5	23,361
Cincinnati	596.2	22,533
Des Moines	487.2	21,971

Obviously, Chicago is the prime sales target. It is five times bigger than the smallest market, and its average household has almost an extra $5,000 of buying power. Interestingly enough, because the other four markets cluster close together in household affluence, Miami, despite having the lowest income level in the group, would get serious consideration because of the greater number of consumers it offers.

Section E: TV Markets

Most consumer-goods marketers these days spend big bucks on TV to support their sales forces. An estimated $9.2 billion will be spent on TV this year, with 60% of the outlay in network and 40% in spots. S&MM's *Survey of TV Markets* (page 155) helps the marketer

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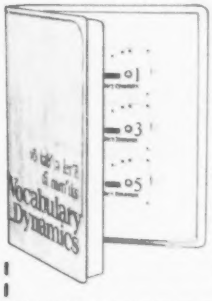

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pick the local markets where spot TV investments can produce the best returns. While audience demographics, program ratings, and cost-per-thousand figure prominently in the formulation of TV budgets, the *Survey*'s basic data on population, Effective Buying Income, and retail sales gives the sophisticated marketer an extra edge in allocating TV dollars among relevant markets.

Retail sales data, for example, can figure critically in the allocation of co-op advertising, an increasingly important part of TV spot budgets. A marketer who relies on supermarket distribution will find food store sales a better indicator than population of where to place co-op dollars because they suggest the level of consumer spending in his key distribution channel. A market's share of population can differ markedly from its share of food store sales, as seen by the TV markets of roughly comparable size.

TV Market	% Of U.S. Pop.	% Of Food Store Sales
Washington, DC	1.8%	1.9%
Cleveland, OH	1.7	1.8
Dallas–Fort Worth,TX	1.6	1.5
Pittsburgh, PA	1.5	1.4
Houston, TX	1.5	1.8
Minneapolis–St. Paul, MN	1.3	1.1
St. Louis, MO	1.3	1.2

Armed with this additional insight into the comparative appeal of the markets under consideration, the marketer can allocate his TV dollars according to the relative strength of local supermarkets. Dividing a market's share of food store sales by its share of population gives him an index that can be used to weight his TV spending.

Because studies by A.C. Nielsen and Arbitron show that blacks spend proportionately more time in front of the TV set than the average viewer, the *Survey* includes details on this important population segment. An outstanding trait of the black population is its high degree of geographic concentration, meaning that fewer markets can be used to reach a larger proportion of the targeted audience. The 10 TV markets with the largest number of blacks contain 38% of that minority group but only 27% of the total population.

The data also enable the marketer to compute the share of a TV market's population that is black, a factor which may influence the content of his advertising message. For example, blacks comprise more than a third of Memphis's population (37%), almost one fourth of Baltimore's (24%), and more than a fifth of Washington's (23%).

These are but a few of the ways that the *Survey of Buying Power—Part II* can be used to sharpen the marketer's analysis of local markets and improve his selection of sales targets. Ingenuity, and a determination to make informed decisions based upon factual variables, will suggest a host of others. S&MM

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You can stroll through hundreds of acres of lush tropical beauty. Hunt for shells along our 2-1/2-mile stretch of private beach. Dine in award winning candlelit splendor. And enjoy the boundless wonders of the Gulf of Mexico.

All this, plus golf, tennis, 15 swimming pools and an unusual variety of luxurious accommodations.

South Seas Plantation is at the tip of historic Captiva Island, only 30 miles from Ft. Myers. Easily accessible via several major airlines.

For more information, call toll-free: 800-237-6000. (In Florida, 813-472-5111.) Or write for our brochure: South Seas Plantation, Resort & Yacht Harbour, Captiva Island, Fla. 33924.

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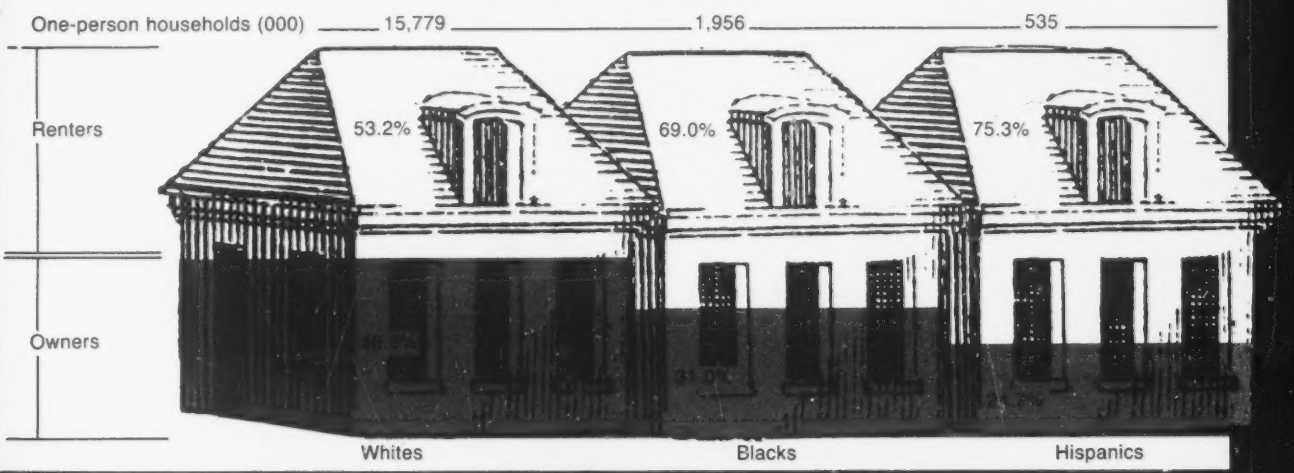
S&MM MARKETGRAPH

Live-alones: Fastest-growing consumer unit

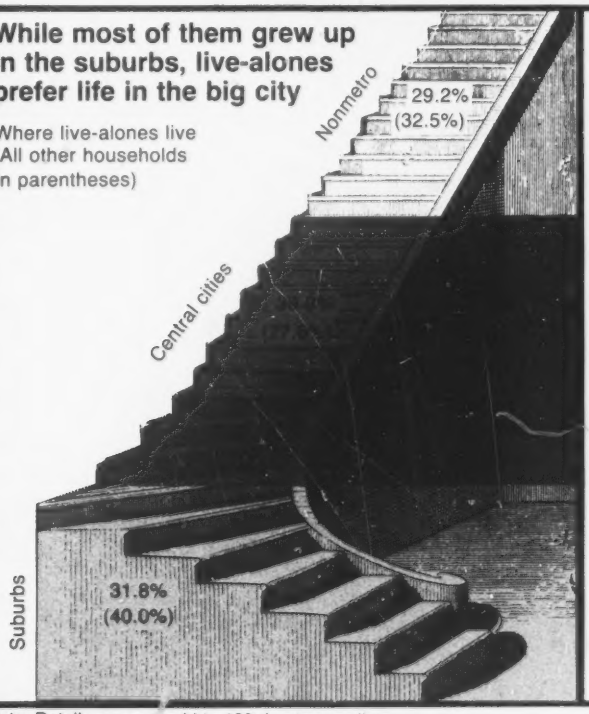
Indicative of changing social values that thrive in affluent times, one-person households increased 65% in the 1970s, more than two and a half times faster than total households. In sharp contrast, married couples eked out a small 8% gain. As a result, live-alones now account for 23% of all households, vs. only 17% in 1970, while married couples slipped from 71% to 61% in the same period. Although no details on this important market have yet emerged from the 1980 Census, the annual *Survey of Housing* turns up revealing pointers. Live-alones have a distinctive residence pattern, more of them living in central cities than anywhere else. This probably reflects the fact that two of every five are over 65. The age pattern skews their income profile towards the under-$10,000 group. However, among the younger live-alones, an important middle class has evolved. Most significantly, their buying power is potent because all of their income is spent on only one person.

A surprising portion of live-alones own their own homes



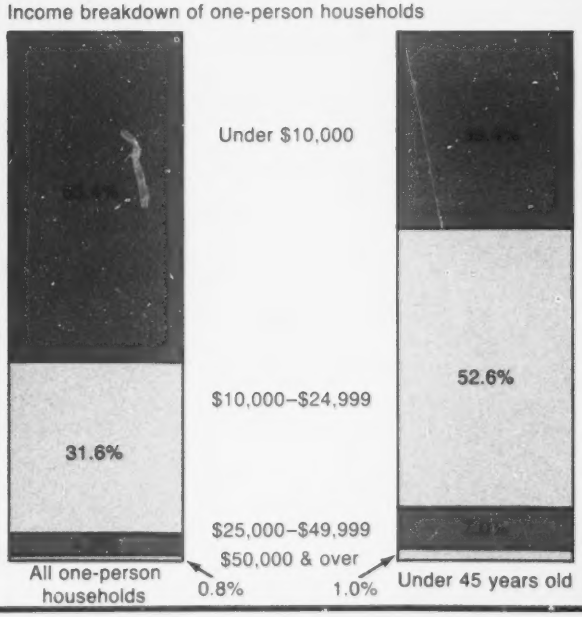
While most of them grew up in the suburbs, live-alones prefer life in the big city

Where live-alones live
(All other households in parentheses)



Younger live-alones are moving up the income scale

Income breakdown of one-person households



Note: Details may not add to 100 due to rounding.
Sources: S&MM calculations; Census Bureau; and U.S. Dept. of Housing and Urban Development, *Annual Housing Survey: Part C, Financial Characteristics of the Housing Inventory, Series H-150-79.*

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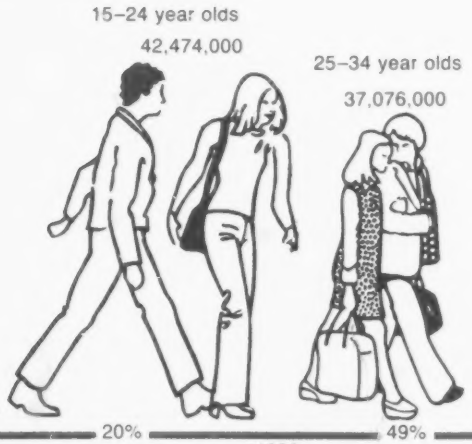
S&MM MARKETGRAPH

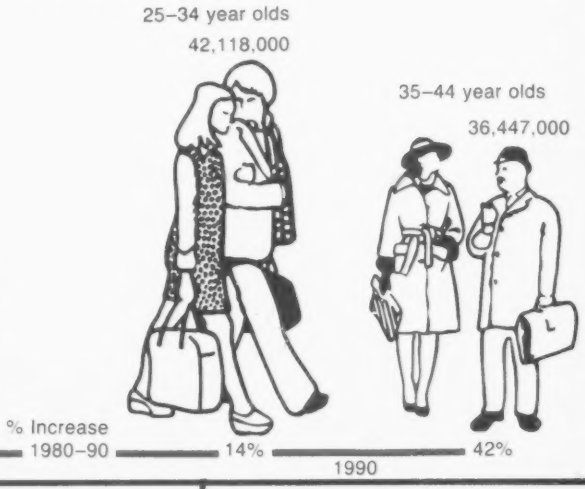
Baby boomers: A bountiful bulge

There's never been a market like it, the postwar baby-boom generation. As Landon Y. Jones notes in his *Great Expectations: America and the Baby Boom Generation* (Coward, McCann & Geoghegan, New York): "The baby boom began in 1946 when returning GIs made up for lost time and pregnancy was suddenly patriotic. As the baby boomers grew older, it became evident that this generation, in its lifetime, would always be dominant, compelling attention through the magnetic pull of its numbers and its vast buying power. What mattered to advertisers was not population growth as a whole, but the subtle changes occurring within the baby-boom generation and all that these changes implied for household size, lifestyles, and consumption patterns." In 1980, baby boomers totalled 79.5 million, or more than one of every three consumers. They will be the fastest-growing market in the 1980s as they move into older age groups. The ramifications of their new social values will extend beyond the 1980s.

Today's baby boomers . . .



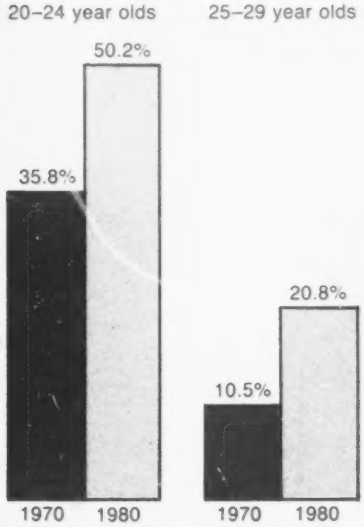
. . . and tomorrow's



Baby boom's legacies

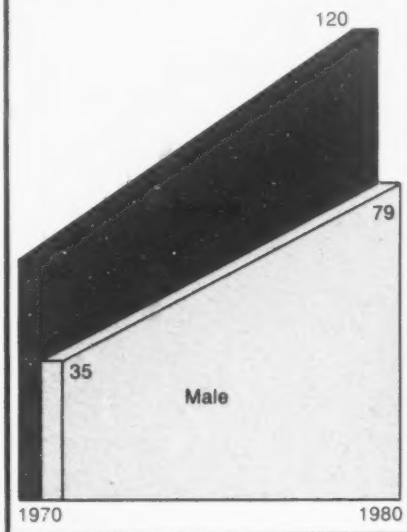
Later to wed . . .

% women never married



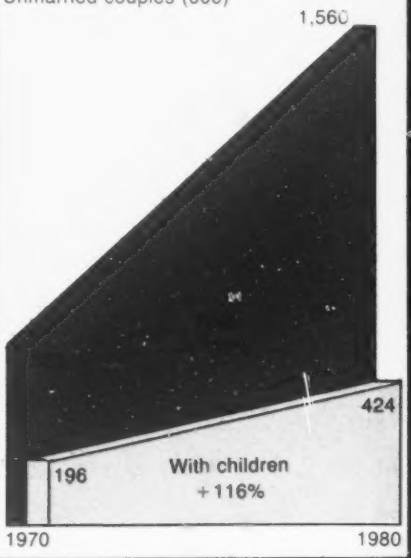
. . . quicker to split . . .

Divorces per 1,000 married persons



. . . and casual togetherness

Unmarried couples (000)



Sources: S&MM calculations; Census Bureau, *Population Profile of the U.S.: 1980*, Series P-20, No. 363; Landon Y. Jones, *Great Expectations: America and the Baby Boom Generation*; Carol Brock Kenney, Shearson American Express; Population Reference Bureau, *America's Baby Boom Generation: The Fateful Bulge*.

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S&MM MARKETGRAPH

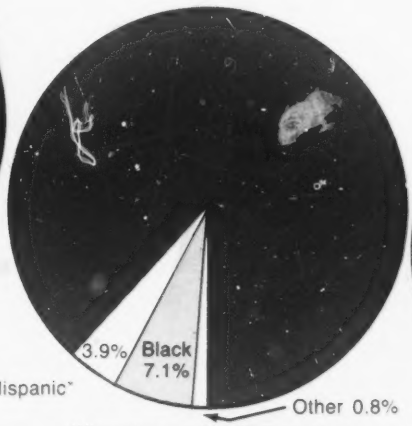
Buying power: Who has it?

Whatever money may be the root of, it's still by far the most widely used lodestar for setting sales strategies, because "If you don't have it, you can't buy it." The Census Bureau's annual report on consumer income gives marketers the most detailed profile available on how buying power is distributed among different market segments. Unfortunately, the bureau devotes a disproportionate one-third of the report's tables to low-income groups, a hangover from Great Society days. Perhaps in line with the Administration's different concerns, the bureau will skew future reports to the upper-income strata that marketers favor. Still, time spent with the latest report, covering incomes in 1980, will remind marketers that population numbers alone do not make a market. More women than men earned an income last year, for example, but males still account for almost three-fourths of buying power. Those exposed to college make up a third of adults 25 years and older but earn almost half of all income.

How the income pie is split

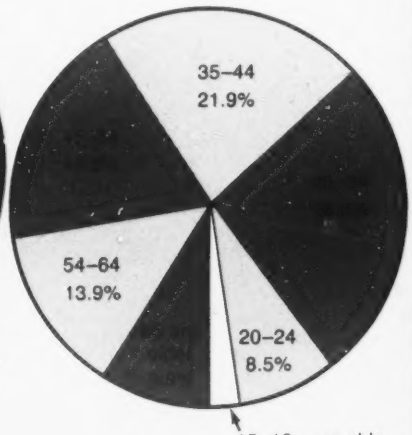
By sex . . .

. . . race . . .

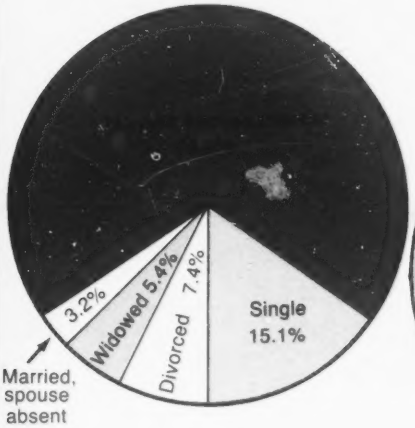


*Hispanics can classify themselves as either white or black.

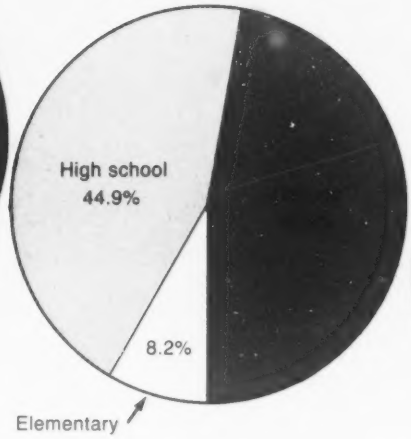
. . . age . . .



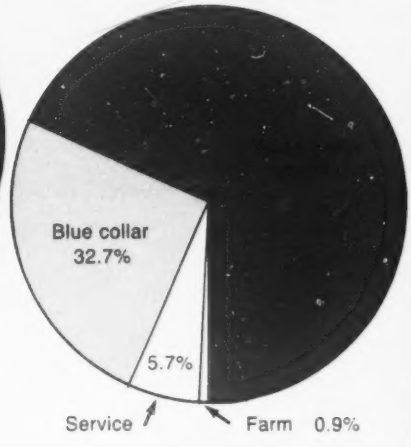
. . . marital status . . .



. . . education . . .



. . . and occupation



Note: Details may not add to 100% due to rounding.
Sources: S&MM calculations; Census Bureau, *Money Income and Poverty Status of Families and Persons in the U.S.: 1980*, Series P-60, No. 127.
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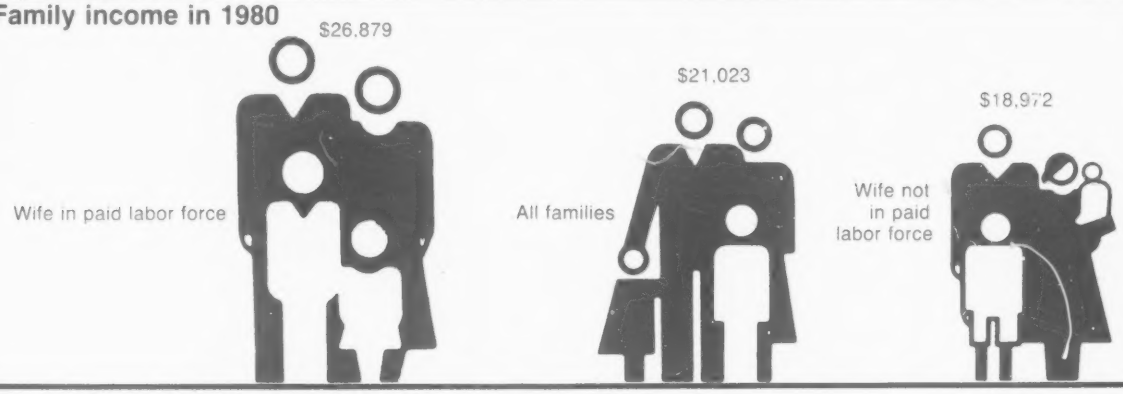
S&MM MARKETGRAPH

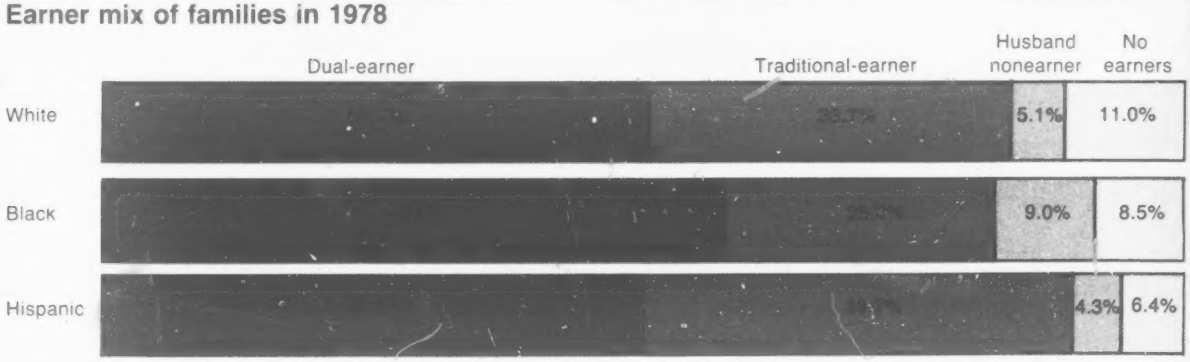
Dual-earner families: Doubling marketers' pleasure

Inflation and changed social values that pushed the wife out of the kitchen have given marketers a glittering sales target: the dual-earner family with a working housewife. In 1980, the median income of the family with a wife in the paid labor force reached $26,879, a sizable 28% over the all-family norm. Compared to families whose wives stayed home, the income bulge was a bigger 42%. Income is not the only trait that differentiates dual-earner types from traditional families, where only the husband works. Howard Hayghe, economist in the Bureau of Labor Statistics' Office of Current Employment Analysis, notes that dual-earner families have considerably younger husbands and wives, are less likely to have pre-school children, and are generally more educated. With both spouses working, time becomes a precious commodity. "Dual-earner families," Hayghe says, "tend to purchase more convenience items and services that reduce the time the wife must devote to food preparation, laundry, and child care." They also live for today, as evidenced by the fact "they tend to save less."

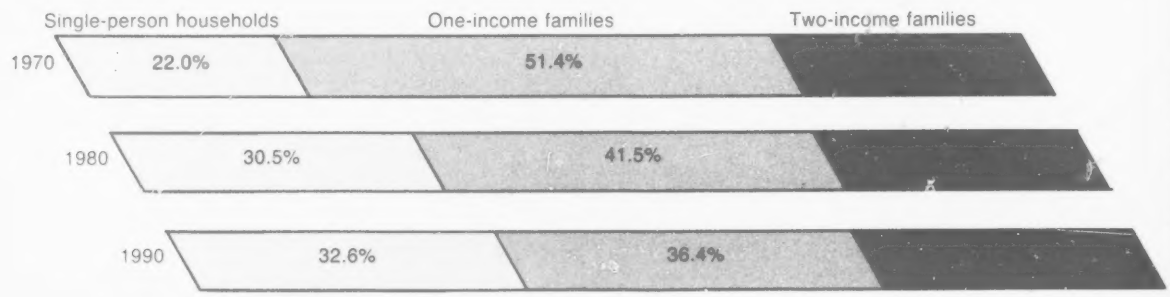
Family income in 1980



Earner mix of families in 1978



% of total households



Sources: S&MM calculations; Bureau of Labor Statistics, *Monthly Laborer Review*; Census Bureau, *Money Income and Poverty Status of Families and Persons in the U.S.: 1980*, Series P-60, No. 127; Sandra Shaber, Chase Econometrics, *Household Income: Trends of the Seventies and Prospects for the Eighties*.

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Section B

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Merchandise Line Sales

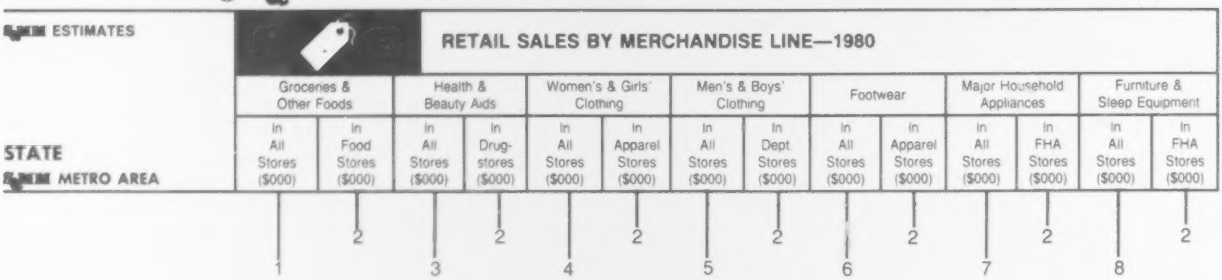
S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES — RETAIL SALES BY MERCHANDISE LINE—1980

STATE / S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA														
ANNISTON	112,765	110,367	7,143	2,365	23,028	14,013	14,491	6,806	7,193	4,539	8,112	2,992	8,373	7,398
BIRMINGHAM	766,661	742,544	62,765	22,786	225,443	136,814	123,896	49,470	61,337	40,776	52,255	17,890	94,321	77,747
FLORENCE	125,180	117,651	9,282	1,914	28,861	14,483	21,788	9,714	8,426	4,661	9,423	2,456	11,229	10,142
GADSDEN	82,520	81,223	5,300	2,189	25,243	15,381	16,688	7,204	8,478	6,004	7,718	1,033	10,162	8,519
HUNTSVILLE	245,142	236,686	18,043	5,443	63,135	35,370	41,499	17,186	17,498	11,318	17,652	5,084	25,304	19,762
MOBILE	353,628	344,463	32,189	11,773	94,978	36,185	57,460	31,896	28,586	15,129	27,161	8,304	41,243	30,008
MONTGOMERY	203,579	193,533	19,080	7,031	65,513	30,079	41,665	21,396	20,884	12,238	14,129	3,505	27,947	22,242
TUSCALOOSA	98,575	96,124	9,021	2,772	28,477	13,187	17,591	9,040	8,265	5,062	7,261	2,481	12,728	10,345
NONMETRO PORTION OF STATE	1,147,037	1,098,133	71,194	29,285	159,218	91,495	108,381	25,367	51,591	33,484	70,792	27,013	84,509	75,472
TOTAL STATE	3,164,825	3,049,622	236,096	86,496	717,887	388,801	445,963	179,680	213,438	133,832	215,514	70,917	317,046	262,347
ALASKA														
ANCHORAGE	241,548	234,647	34,242	12,071	52,254	25,068	35,653	17,418	17,833	10,212	15,166	4,778	23,071	12,312
NONMETRO PORTION OF STATE	264,524	243,641	25,004	6,200	36,699	15,148	29,504	4,080	13,085	6,508	11,192	3,028	10,916	8,498
TOTAL STATE	506,072	478,288	59,246	18,271	88,953	40,216	65,157	21,498	30,918	16,720	26,358	7,806	33,987	20,810
ARIZONA														
PHOENIX	1,182,068	1,121,336	119,179	29,368	340,661	118,409	179,144	95,048	90,999	51,777	87,060	38,207	207,210	175,254
TUCSON	392,105	365,718	47,890	13,439	99,045	36,430	55,173	32,479	31,827	17,694	28,141	13,288	56,758	42,547
NONMETRO PORTION OF STATE	506,713	471,368	31,894	11,405	65,360	36,022	49,316	13,465	22,127	15,373	29,327	14,597	28,883	21,846
TOTAL STATE	2,080,886	1,958,422	198,963	54,212	505,066	190,861	283,633	140,992	144,953	84,844	144,528	66,092	292,851	239,647
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	136,582	133,821	16,626	2,825	34,424	15,955	21,375	10,111	14,812	6,461	13,619	2,442	16,213	11,304
FORT SMITH	179,021	173,699	15,263	4,311	39,993	19,978	25,860	11,390	16,737	10,953	14,295	4,525	15,468	11,591
LITTLE ROCK - NORTH LITTLE ROCK	302,226	291,103	30,494	8,774	99,413	44,326	61,347	34,214	31,203	18,396	27,130	7,231	39,028	26,839
PINE BLUFF	70,057	68,283	5,540	2,422	15,802	5,667	12,254	6,078	4,759	2,063	6,238	2,002	6,110	5,269
TEXARKANA	118,558	115,193	9,769	1,876	21,625	11,511	16,563	8,141	8,823	5,714	7,299	1,288	9,203	7,224
NONMETRO PORTION OF STATE	1,058,441	1,016,621	82,936	19,986	176,421	102,402	104,421	24,675	56,613	33,979	79,134	27,337	103,800	85,840
TOTAL STATE	1,788,720	1,724,917	154,567	39,298	374,212	194,142	230,384	86,738	127,177	74,180	141,613	43,634	182,773	142,655

(continued on page 48)

Guide to using S&MM's METROPOLITAN MERCHANDISE LINE SALES



Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1977 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

1 Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products, except frozen; delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products not included.)

2 To enhance the usefulness of the merchandise line totals, the *Survey of Buying Power* shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the tables are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girl's clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

3 Health and beauty aids includes health aids, cosmetics, and other hygiene needs.

4 Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' dressy and tailored coats and suits; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', and juniors' separates and coordinates; women's, misses', and juniors' active sportswear; women's hosiery; women's bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

5 Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

6 Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories.
(Note: Infants' and toddlers' footwear not included.)

7 Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

8 Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

ESTIMATES — **RETAIL SALES BY MERCHANDISE LINE—1980**

REGION / State	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**11,026,674**	**10,722,024**	**871,262**	**378,290**	**2,970,502**	**1,491,366**	**1,799,791**	**779,205**	**925,817**	**504,683**	**687,119**	**271,261**	**1,120,008**	**856,020**
Connecticut	2,678,699	2,613,544	174,739	74,986	708,934	358,510	413,440	179,917	172,570	114,911	146,199	82,593	241,268	194,812
Maine	952,513	918,718	54,584	22,656	181,326	78,878	161,786	48,820	56,646	32,994	49,935	23,052	171,570	160,543
Massachusetts	5,361,361	5,232,089	510,911	222,143	1,632,698	826,537	936,602	431,178	567,361	279,955	375,669	110,044	551,313	375,866
New Hampshire	911,727	888,364	61,846	25,439	187,157	88,446	123,660	50,676	58,038	31,996	55,189	24,696	74,135	56,842
Rhode Island	742,723	709,916	44,985	25,138	180,710	93,634	106,323	51,708	44,589	28,196	36,453	20,515	54,837	45,949
Vermont	379,651	359,393	24,197	7,928	79,677	45,361	51,980	16,906	26,613	16,631	23,674	10,361	26,885	22,008
MIDDLE ATLANTIC	**33,335,039**	**32,140,126**	**2,224,514**	**830,653**	**8,483,456**	**3,951,484**	**5,024,902**	**2,275,934**	**2,431,757**	**1,633,069**	**1,687,485**	**872,102**	**3,067,986**	**2,380,663**
New Jersey	7,269,645	7,008,179	488,410	142,210	1,771,385	869,161	1,051,287	479,451	482,060	343,228	355,573	184,083	717,822	556,562
New York	16,025,564	15,496,834	1,106,115	451,389	4,192,115	1,998,470	2,434,201	1,078,582	1,226,384	861,918	721,615	365,943	1,405,316	1,106,919
Pennsylvania	10,039,830	9,635,113	629,989	237,054	2,519,956	1,083,853	1,539,414	717,901	723,313	427,923	610,297	322,076	944,848	717,182
EAST NORTH CENTRAL	**34,159,790**	**32,222,252**	**2,908,112**	**1,195,629**	**8,430,707**	**3,500,814**	**5,515,482**	**2,993,583**	**2,379,415**	**1,344,095**	**2,253,057**	**1,012,006**	**3,452,808**	**2,558,073**
Illinois	9,217,604	8,775,446	818,474	292,849	2,690,375	1,188,470	1,612,764	765,843	741,413	435,061	623,337	256,478	1,058,460	774,498
Indiana	4,051,455	3,906,366	305,280	97,717	1,025,403	370,856	621,156	356,642	269,544	146,939	278,955	108,511	385,070	283,510
Michigan	7,543,467	6,860,749	778,834	388,523	1,918,100	941,251	1,411,030	745,343	562,166	343,591	532,027	264,082	796,400	602,338
Ohio	9,451,991	9,113,695	709,351	306,633	2,064,051	702,024	1,360,944	849,443	587,028	300,376	560,733	267,278	873,006	634,327
Wisconsin	3,895,273	3,565,996	296,173	109,907	732,778	298,213	509,588	276,312	219,264	118,128	258,005	115,657	339,872	263,400
WEST NORTH CENTRAL	**13,509,983**	**12,742,746**	**1,073,444**	**302,106**	**3,300,442**	**1,419,758**	**2,206,797**	**987,636**	**948,602**	**550,165**	**1,033,607**	**402,362**	**1,368,528**	**979,456**
Iowa	2,302,044	2,216,034	173,765	57,479	520,595	207,713	378,126	175,688	149,251	88,375	193,865	80,382	233,424	177,281
Kansas	1,819,090	1,732,846	151,773	32,793	443,062	216,112	305,312	127,180	134,600	82,859	163,696	68,798	209,654	156,704
Minnesota	3,184,060	2,890,513	256,482	86,013	883,339	342,875	554,523	249,898	220,998	118,839	220,150	72,456	338,227	212,590
Missouri	3,987,687	3,806,206	326,304	73,025	928,110	391,773	584,055	291,944	282,023	160,064	278,108	108,141	354,944	248,004
Nebraska	1,259,749	1,181,214	91,469	23,201	279,473	117,982	194,108	83,195	83,810	50,708	96,204	42,458	135,731	111,207
North Dakota	446,904	431,077	36,800	14,494	138,089	81,674	106,082	32,749	40,221	26,350	40,991	15,887	52,031	39,741
South Dakota	510,449	484,856	36,851	15,101	107,774	61,629	84,591	26,982	37,699	22,970	40,593	14,240	44,517	33,929
SOUTH ATLANTIC	**32,895,262**	**31,665,614**	**2,877,566**	**1,207,615**	**7,302,672**	**3,237,135**	**4,408,341**	**2,196,977**	**2,191,554**	**1,255,620**	**2,045,605**	**808,898**	**3,485,952**	**2,737,759**
Delaware	599,334	581,867	42,006	22,926	145,379	62,584	86,112	49,270	37,652	21,049	36,022	16,491	62,022	48,598
District of Columbia	432,248	408,455	60,663	48,929	126,148	83,401	72,115	19,250	41,747	33,939	19,862	9,990	59,382	49,928
Florida	9,475,365	9,150,449	783,239	248,044	2,133,928	1,011,774	1,244,016	633,467	598,577	367,343	609,946	260,017	1,157,168	894,768
Georgia	4,454,795	4,272,458	469,961	175,924	1,049,052	435,936	648,349	313,796	310,443	170,593	268,767	84,096	428,078	329,423
Maryland	4,462,706	4,297,146	327,721	206,623	979,589	390,512	580,894	305,394	269,759	168,786	218,036	85,059	418,008	298,275
North Carolina	4,340,121	4,149,628	369,795	129,860	947,919	435,234	588,224	271,309	297,074	168,607	316,574	134,159	498,748	427,353
South Carolina	2,472,571	2,396,473	262,880	107,012	506,866	260,318	338,459	144,482	163,494	92,505	158,289	59,674	231,880	200,276
Virginia	4,970,222	4,766,558	437,096	228,465	1,098,960	437,124	634,309	311,944	366,438	179,226	290,814	105,638	480,400	373,735
West Virginia	1,687,900	1,632,580	124,205	39,832	314,831	120,252	215,863	108,065	106,370	53,572	127,295	53,774	150,266	115,403
EAST SOUTH CENTRAL	**12,270,735**	**11,891,541**	**922,321**	**291,935**	**2,596,778**	**1,214,658**	**1,634,875**	**735,785**	**771,283**	**433,525**	**840,135**	**327,482**	**1,142,386**	**926,072**
Alabama	3,164,825	3,049,622	236,096	86,496	717,887	388,801	445,963	179,680	213,438	133,832	215,514	70,917	317,046	262,347
Kentucky	3,316,649	3,217,337	250,774	86,292	644,892	273,939	413,051	188,747	190,204	105,606	227,136	112,226	289,688	235,417
Mississippi	2,084,046	2,030,457	155,489	42,414	409,836	201,183	239,021	92,231	120,412	66,732	132,717	43,440	162,409	131,015
Tennessee	3,705,215	3,594,125	279,962	76,733	824,163	350,735	536,840	275,127	247,229	127,355	264,768	100,899	373,243	297,293
WEST SOUTH CENTRAL	**20,094,147**	**19,126,500**	**1,818,082**	**453,095**	**5,195,434**	**2,601,492**	**3,166,157**	**1,325,757**	**1,625,802**	**989,975**	**1,590,084**	**578,641**	**2,334,020**	**1,807,623**
Arkansas	1,788,720	1,724,917	154,567	39,298	374,212	194,142	230,384	86,738	127,177	74,180	141,613	43,634	182,773	142,655
Louisiana	3,223,768	3,095,607	271,371	64,296	804,020	387,475	500,776	222,339	244,970	145,555	258,728	103,985	385,411	310,810
Oklahoma	2,583,090	2,462,764	227,421	46,833	606,662	355,718	372,160	114,293	201,724	129,681	190,977	70,600	296,912	243,693
Texas	12,498,569	11,843,212	1,164,723	302,668	3,410,540	1,664,157	2,062,837	902,387	1,051,931	640,559	998,766	360,422	1,468,924	1,110,465
MOUNTAIN	**9,245,899**	**8,793,584**	**715,042**	**228,263**	**2,185,552**	**1,061,497**	**1,515,529**	**635,042**	**716,104**	**439,006**	**732,119**	**355,576**	**1,177,341**	**946,306**
Arizona	2,080,886	1,958,422	198,963	54,212	505,066	190,861	283,633	140,992	144,953	84,844	144,528	66,092	292,851	239,647
Colorado	2,611,560	2,527,753	154,058	45,198	587,243	313,140	427,303	180,281	202,404	126,881	194,790	96,551	325,665	253,665
Idaho	755,751	726,919	51,907	15,185	155,942	87,874	120,090	38,859	50,465	31,984	69,968	42,006	77,996	65,981
Montana	639,359	614,187	41,967	19,286	145,262	79,151	116,388	35,516	49,973	32,906	58,379	31,254	70,839	57,582
Nevada	645,733	606,153	92,711	45,243	209,314	94,500	136,639	64,683	61,687	35,756	66,118	20,848	106,801	80,043
New Mexico	1,077,652	1,009,119	76,306	23,296	231,720	127,205	165,047	63,795	85,806	56,544	75,983	32,880	114,624	93,304
Utah	957,876	904,176	71,190	15,409	263,536	111,811	191,324	98,321	90,431	47,453	91,041	50,377	148,889	123,145
Wyoming	477,082	446,855	27,940	10,434	87,469	56,955	75,105	12,595	30,385	22,638	31,312	15,568	39,676	32,939
PACIFIC	**30,514,649**	**27,955,815**	**2,402,761**	**795,964**	**7,146,174**	**3,153,502**	**4,390,227**	**2,095,850**	**2,129,574**	**1,295,311**	**1,904,001**	**740,596**	**3,208,099**	**2,314,115**
Alaska	506,072	478,288	59,246	18,271	88,953	40,216	65,157	21,498	30,918	16,720	26,358	7,806	33,987	20,810
California	22,771,835	20,870,907	1,767,623	545,929	5,257,562	2,272,417	3,161,910	1,534,123	1,542,395	954,256	1,370,787	507,558	2,463,000	1,783,316
Hawaii	866,369	743,957	103,302	40,051	321,109	156,151	193,385	78,896	88,981	43,301	45,294	13,494	67,049	36,425
Oregon	2,481,363	2,177,052	196,212	71,707	594,240	261,718	389,485	184,048	194,396	114,115	209,929	105,689	267,457	200,976
Washington	3,889,010	3,685,611	276,378	120,006	884,310	423,000	580,290	277,285	272,884	166,919	251,633	106,049	376,606	272,588
TOTAL UNITED STATES	**197,052,178**	**187,260,202**	**15,813,104**	**5,683,550**	**47,611,717**	**21,631,706**	**29,656,101**	**14,025,769**	**14,119,908**	**8,445,449**	**12,773,212**	**5,368,924**	**20,357,128**	**15,506,087**

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE / S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
CALIFORNIA														
ANAHEIM - SANTA ANA GARDEN GROVE	1,898,495	1,701,877	173,072	34,564	514,068	208,137	287,678	155,654	139,081	81,949	134,206	43,419	282,389	212,670
BAKERSFIELD	432,058	397,368	23,551	8,766	65,374	26,595	44,098	20,643	21,516	13,997	24,179	9,555	36,925	30,186
CHICO	151,865	144,435	7,720	3,610	20,974	10,732	14,678	6,170	7,187	4,595	10,287	4,441	9,804	6,694
FRESNO	534,189	476,130	35,150	15,757	93,306	41,317	66,517	33,293	30,982	17,968	28,786	7,763	52,691	39,063
LOS ANGELES - LONG BEACH	6,951,290	6,270,728	597,500	145,447	1,810,165	833,150	1,033,571	436,002	524,902	337,780	424,572	175,809	759,077	549,615
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*10,677,287*	*9,643,251*	*923,835*	*223,804*	*2,673,006*	*1,177,895*	*1,568,305*	*725,101*	*774,013*	*482,770*	*672,445*	*251,721*	*1,216,797*	*881,419*
MODESTO	242,134	225,019	19,629	6,441	55,353	22,081	40,286	25,884	18,088	10,236	20,560	6,496	30,294	22,715
OXNARD - SIMI VALLEY - VENTURA	514,424	479,538	34,158	10,241	82,313	34,096	59,297	31,795	27,458	16,704	27,831	8,037	46,480	33,493
REDDING	138,470	131,696	10,073	5,954	22,329	11,557	15,663	6,947	7,802	4,948	9,716	3,256	9,848	6,407
RIVERSIDE - SAN BERNARDINO - ONTARIO	1,313,078	1,191,108	119,105	33,552	266,460	102,512	187,759	101,650	82,572	46,337	85,836	25,256	128,851	85,641
SACRAMENTO	1,039,195	974,946	75,584	24,904	214,596	84,564	133,523	75,750	64,905	37,023	64,128	19,265	109,615	77,456
SALINAS - SEASIDE - MONTEREY	237,414	225,116	21,956	9,781	71,093	40,793	41,080	15,655	20,258	14,278	16,142	6,463	35,426	28,997
SAN DIEGO	1,693,560	1,461,389	137,705	30,777	395,712	170,606	235,237	126,420	111,956	67,732	116,498	43,512	222,887	167,356
SAN FRANCISCO - OAKLAND	3,352,553	3,153,325	242,084	99,814	876,556	351,432	511,474	246,832	249,006	153,030	161,863	60,226	366,310	252,452
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,261,700*	*4,955,953*	*371,750*	*144,775*	*1,318,829*	*510,980*	*776,851*	*407,322*	*371,772*	*224,162*	*281,659*	*111,859*	*585,860*	*416,365*
SAN JOSE	1,290,238	1,206,631	97,347	30,576	341,182	126,022	198,962	118,343	93,617	55,437	83,719	38,286	166,517	125,721
SANTA BARBARA - SANTA MARIA - LOMPOC	281,532	261,516	18,105	7,571	52,206	31,618	33,279	16,406	17,811	12,874	20,960	6,961	31,813	25,213
SANTA CRUZ	197,047	188,565	13,536	6,951	29,733	13,808	22,952	12,612	10,568	5,818	13,060	4,558	13,742	7,763
SANTA ROSA	331,543	318,403	17,901	7,687	59,227	17,839	36,435	23,612	15,779	8,395	17,619	5,759	28,922	22,178
STOCKTON	338,224	314,046	21,971	7,772	58,723	26,853	41,523	19,584	20,556	13,744	19,096	7,149	27,570	20,135
VALLEJO - FAIRFIELD - NAPA	287,366	277,594	14,418	6,698	41,864	15,687	29,980	18,535	13,370	7,300	18,365	7,588	24,111	17,964
VISALIA - TULARE - PORTERVILLE	228,937	217,739	12,841	5,441	41,425	19,018	29,714	15,607	13,796	8,142	16,808	4,264	16,359	9,709
YUBA CITY	95,915	91,224	7,900	5,442	13,452	7,847	9,298	3,384	4,851	3,359	5,324	1,893	5,871	4,039
NONMETRO PORTION OF STATE	1,222,308	1,162,514	66,317	38,183	131,451	76,153	88,906	23,345	46,334	32,610	51,239	18,402	57,498	39,849
TOTAL STATE	22,771,835	20,870,907	1,767,623	545,929	5,257,562	2,272,417	3,161,910	1,534,123	1,542,395	954,256	1,370,787	507,558	2,463,600	1,783,316
COLORADO														
COLORADO SPRINGS	231,425	223,114	15,142	4,041	54,280	27,367	37,960	18,589	17,322	9,995	23,456	10,424	56,286	47,828
DENVER - BOULDER	1,524,785	1,472,928	93,189	24,747	387,487	199,245	269,009	125,259	134,579	86,718	108,501	55,355	198,071	150,165
FORT COLLINS	125,727	122,568	5,813	2,453	26,803	15,997	21,114	7,807	8,921	5,874	14,527	9,652	13,958	10,338
GREELEY	77,781	75,650	3,747	686	16,207	7,275	12,859	5,959	5,240	3,173	9,454	4,112	10,208	7,329
PUEBLO	108,608	106,796	5,834	1,028	21,480	10,297	18,729	10,060	8,446	5,111	7,448	2,873	11,333	9,021
NONMETRO PORTION OF STATE	543,234	526,697	30,333	12,243	80,986	52,959	67,632	12,607	27,896	16,010	31,404	14,135	35,809	28,984
TOTAL STATE	2,611,560	2,527,753	154,058	45,198	587,243	313,140	427,303	180,281	202,404	126,881	194,790	96,551	325,665	253,665
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	700,591	688,210	49,195	18,968	216,280	117,919	122,900	44,068	52,680	38,292	49,052	31,137	69,682	54,950
HARTFORD - NEW BRITAIN - BRISTOL	932,850	909,122	62,793	29,573	247,979	120,246	139,683	66,323	59,045	37,007	35,509	14,955	77,008	60,288
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	666,146	647,026	41,343	16,501	170,248	83,827	105,958	50,514	41,868	26,492	42,227	23,411	64,504	52,295
NEW LONDON - NORWICH	184,558	179,103	8,957	4,384	40,906	18,180	23,675	12,271	8,364	4,891	12,488	8,156	18,106	16,282
NONMETRO PORTION OF STATE	194,554	190,083	12,451	5,560	33,521	18,438	21,224	6,741	10,613	8,229	6,923	4,934	11,968	10,997
TOTAL STATE	2,678,699	2,613,544	174,739	74,986	708,934	356,510	413,140	179,917	172,570	114,911	146,199	82,593	241,268	194,812
DELAWARE														
WILMINGTON	463,769	449,537	36,006	18,635	117,818	50,454	65,756	39,328	29,521	16,720	29,836	15,826	54,549	43,964
NONMETRO PORTION OF STATE	228,531	222,443	10,464	6,217	34,657	15,347	24,053	11,327	10,082	5,395	9,651	2,836	15,757	12,377
TOTAL STATE	599,334	581,867	42,006	22,924	145,379	62,584	86,112	49,270	37,652	21,049	36,022	16,491	62,022	48,598
DISTRICT OF COLUMBIA														
WASHINGTON	3,210,683	3,033,953	396,595	294,835	876,626	372,652	479,249	241,211	235,742	151,639	149,179	54,551	357,325	255,527
TOTAL STATE	432,248	408,455	60,663	48,929	126,148	83,401	72,115	19,250	41,747	33,939	19,862	9,990	59,382	49,928
FLORIDA														
BRADENTON	152,801	149,471	12,566	3,717	30,878	12,045	19,893	11,004	9,705	5,409	13,065	7,182	12,107	7,110
DAYTONA BEACH	227,410	215,966	22,800	7,708	53,132	25,331	34,517	16,490	14,283	7,744	17,084	6,596	23,142	16,646
FORT LAUDERDALE - HOLLYWOOD	1,065,789	1,039,287	107,272	41,842	293,446	150,121	159,580	86,237	80,932	52,164	61,911	27,541	158,012	123,315
FORT MYERS - CAPE CORAL	239,473	233,612	15,275	3,441	46,270	20,895	24,802	15,411	10,339	5,797	21,939	13,736	39,266	30,484
FORT WALTON BEACH	83,729	80,889	6,530	1,357	20,009	9,639	13,889	8,565	5,661	2,753	8,735	3,196	10,511	8,491
GAINESVILLE	130,175	122,283	13,440	4,263	32,274	15,122	17,893	8,550	8,617	5,521	13,865	6,730	20,213	17,489
JACKSONVILLE	647,524	616,131	52,851	18,967	137,604	59,014	86,085	48,062	41,412	23,369	38,328	14,525	72,352	55,915

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S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE / S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
FL (cont.)														
LAKELAND - WINTER HAVEN	312,271	297,744	20,295	7,212	58,852	26,689	35,108	17,000	16,615	9,745	20,742	7,847	23,198	16,455
MELBOURNE - TITUSVILLE - COCOA	228,074	217,422	18,305	5,805	42,195	9,332	24,250	18,168	11,107	4,403	19,024	6,498	34,734	26,905
MIAMI	1,501,530	1,464,307	164,521	59,025	501,738	263,090	281,178	135,895	144,263	103,364	103,733	50,404	263,854	209,635
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,567,319*	*2,503,594*	*271,793*	*100,867*	*795,184*	*413,211*	*440,758*	*222,132*	*225,195*	*155,528*	*165,644*	*77,945*	*421,866*	*332,950*
OCALA	124,343	120,125	7,782	2,091	14,224	6,773	12,053	6,128	4,419	1,935	7,033	2,090	7,483	5,765
ORLANDO	694,505	670,074	53,095	10,373	139,951	57,223	81,934	51,631	38,200	21,426	37,690	14,377	66,103	47,428
PANAMA CITY	75,949	73,005	7,095	2,707	23,961	12,458	15,480	8,086	7,109	4,126	11,360	5,048	12,472	10,673
PENSACOLA	231,814	225,906	18,440	4,877	50,464	17,591	32,584	21,862	13,571	5,679	17,197	5,150	24,434	18,731
SARASOTA	222,999	217,029	16,746	5,727	53,545	24,170	24,923	14,405	11,980	6,810	22,440	12,057	56,181	50,139
TALLAHASSEE	134,318	132,052	11,703	2,273	39,523	19,734	22,904	12,209	11,256	7,205	10,434	3,474	13,812	9,938
TAMPA - ST. PETERSBURG	1,689,813	1,627,512	115,115	28,275	303,347	111,168	188,765	121,559	91,031	53,253	94,402	34,605	152,706	102,931
WEST PALM BEACH - BOCA RATON	597,773	580,385	50,982	14,461	157,337	88,404	81,865	47,507	39,130	22,941	31,307	11,770	85,469	66,012
NONMETRO PORTION OF STATE	1,115,075	1,077,249	68,426	23,923	135,178	82,975	86,313	24,698	38,947	23,699	59,657	27,191	81,119	70,706
TOTAL STATE	9,475,365	9,160,449	783,239	248,044	2,133,928	1,011,774	1,244,016	673,467	598,577	367,343	609,946	260,017	1,157,168	894,768
GEORGIA														
ALBANY	77,068	73,945	7,825	3,843	26,122	12,589	15,775	9,241	8,506	5,412	7,384	2,716	14,062	11,551
ATHENS	92,808	89,035	10,073	4,366	18,933	7,797	13,085	6,915	6,539	2,618	7,696	3,236	8,079	6,937
ATLANTA	1,748,591	1,674,754	223,611	78,103	540,683	169,937	305,399	182,618	148,364	79,120	105,687	23,907	179,488	115,310
AUGUSTA	242,321	236,453	26,459	8,343	65,879	32,836	38,992	19,640	17,824	9,541	16,822	2,969	28,604	21,997
COLUMBUS	160,980	156,434	14,340	6,097	42,019	18,715	26,383	16,427	12,076	6,482	11,482	3,450	24,032	19,265
MACON	206,523	197,875	23,872	7,736	55,757	24,557	40,767	22,194	15,260	8,528	14,400	3,689	19,009	13,623
SAVANNAH	186,436	177,277	18,490	6,902	47,597	26,397	33,857	16,811	14,714	10,035	15,060	6,208	32,306	29,517
NONMETRO PORTION OF STATE	1,752,932	1,681,675	149,661	69,545	260,061	147,677	178,324	41,827	88,795	49,616	92,012	37,917	125,327	112,538
TOTAL STATE	4,454,795	4,272,458	469,961	175,924	1,049,052	435,936	648,349	313,796	310,443	170,593	268,767	84,096	428,078	329,423
HAWAII														
HONOLULU	634,190	529,060	86,445	31,992	263,774	118,360	158,678	73,849	77,038	34,938	33,273	8,563	46,245	17,947
NONMETRO PORTION OF STATE	232,179	214,897	16,857	8,059	57,335	37,791	34,707	5,047	11,943	8,363	12,021	4,931	20,804	19,478
TOTAL STATE	866,369	743,957	103,302	40,051	321,109	156,151	193,385	78,896	88,981	43,301	45,294	13,494	67,049	36,425
IDAHO														
BOISE	157,756	152,292	13,895	2,398	41,243	24,455	27,530	11,304	11,953	7,684	15,962	9,232	21,374	19,315
NONMETRO PORTION OF STATE	597,995	574,627	38,012	12,787	114,699	63,419	92,560	27,555	38,512	24,300	54,806	32,774	56,622	46,666
TOTAL STATE	755,751	726,919	51,907	15,185	155,942	87,874	120,090	38,859	50,465	31,984	69,968	42,006	77,996	65,981
ILLINOIS														
BLOOMINGTON - NORMAL	88,204	84,955	9,693	2,485	29,071	13,536	18,208	9,444	7,390	4,921	7,112	2,508	6,564	5,043
CHAMPAIGN - URBANA - RANTOUL	127,478	120,931	13,614	4,224	36,753	14,460	25,105	13,275	10,635	6,518	11,156	3,802	12,307	9,087
CHICAGO	5,872,037	5,542,208	559,597	207,802	1,964,500	888,747	1,107,686	511,771	534,539	325,663	364,729	152,832	735,194	528,581
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	*6,504,929*	*6,154,081*	*609,292*	*226,859*	*2,092,205*	*947,476*	*1,197,470*	*560,760*	*573,044*	*348,263*	*406,710*	*173,258*	*790,390*	*570,946*
DAVENPORT - ROCK ISLAND - MOLINE	302,652	288,148	28,544	10,438	92,433	30,372	59,941	36,164	24,637	13,756	25,921	7,350	43,285	27,367
DECATUR	111,909	107,116	11,675	2,940	26,371	9,474	21,578	12,846	7,159	3,596	11,283	3,804	11,960	8,945
KANKAKEE	76,193	73,934	5,359	2,725	14,140	5,209	12,299	6,776	4,669	2,057	5,919	2,127	7,851	5,893
PEORIA	312,920	304,513	23,062	6,268	80,733	28,700	53,211	34,260	20,331	11,442	24,902	9,657	37,449	26,705
ROCKFORD	217,450	209,026	20,246	7,241	56,912	14,878	44,383	29,135	16,370	6,779	20,392	10,780	30,676	23,788
SPRINGFIELD	171,932	163,987	15,448	6,829	61,730	24,138	37,511	21,903	13,516	6,404	17,801	4,190	20,487	10,660
NONMETRO PORTION OF STATE	1,617,510	1,571,780	108,056	37,329	268,393	134,483	197,462	70,250	84,244	44,240	121,209	52,311	138,378	116,755
TOTAL STATE	9,217,604	8,775,446	818,474	292,849	2,690,375	1,188,470	1,612,764	765,843	741,413	435,061	623,337	256,478	1,058,460	774,498
INDIANA														
ANDERSON	108,171	104,433	7,029	1,361	20,133	9,157	16,563	11,250	6,706	3,867	8,885	3,787	8,511	5,847
BLOOMINGTON	68,399	65,976	5,510	2,464	16,915	11,180	10,818	5,245	4,268	2,909	5,819	1,701	5,299	3,565
ELKHART	121,677	117,408	8,984	3,263	23,115	8,462	19,811	11,871	7,939	3,220	9,437	3,537	10,527	8,036
EVANSVILLE	224,789	210,368	25,063	6,681	64,480	35,139	45,087	20,419	20,165	13,219	22,492	7,651	29,786	25,372
FORT WAYNE	264,164	254,908	21,653	5,929	77,162	32,694	53,246	34,686	21,677	11,626	22,513	7,415	35,956	21,866
GARY - HAMMOND - EAST CHICAGO	548,352	531,627	43,985	17,520	113,560	55,114	79,381	42,351	34,689	21,297	35,241	17,416	48,409	37,278
INDIANAPOLIS	915,092	886,363	65,837	16,194	362,728	75,646	147,804	99,527	66,698	36,389	52,959	19,388	99,315	68,161
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	*1,023,263*	*990,796*	*72,866*	*17,555*	*382,861*	*84,803*	*164,367*	*110,777*	*73,404*	*40,256*	*61,844*	*23,175*	*107,826*	*74,008*
KOKOMO	80,234	77,422	6,923	1,827	21,413	9,661	14,865	9,076	7,079	4,372	7,989	2,794	8,855	6,986
LAFAYETTE - WEST LAFAYETTE	83,714	81,147	8,860	3,215	27,488	5,563	17,875	11,825	7,527	2,986	9,251	3,169	11,774	9,352
MUNCIE	98,192	95,031	9,030	3,532	20,841	7,679	15,603	10,655	7,095	4,176	5,818	2,349	9,269	7,581
SOUTH BEND	207,408	198,066	13,380	4,424	49,917	23,318	36,723	20,967	14,369	8,011	12,763	4,105	21,979	16,476
TERRE HAUTE	111,791	105,898	12,010	2,481	34,079	17,345	24,597	11,986	8,923	4,399	12,264	3,560	10,584	6,478
NONMETRO PORTION OF STATE	1,143,941	1,103,803	67,924	24,738	166,429	73,898	122,744	54,715	55,744	28,118	67,973	28,389	75,713	60,216
TOTAL STATE	4,051,455	3,906,366	305,280	97,717	1,025,403	370,856	621,156	356,642	269,544	146,939	278,955	108,511	385,070	283,510
IOWA														
CEDAR RAPIDS	140,960	135,063	14,963	5,771	40,629	5,802	29,342	23,603	10,331	4,177	12,859	4,823	17,630	12,769
DAVENPORT - ROCK ISLAND - MOLINE	302,652	288,148	28,544	10,438	92,433	30,372	59,941	36,164	24,637	13,756	25,921	7,350	43,285	27,367
DES MOINES	329,357	317,528	26,591	5,303	94,411	38,519	62,294	33,432	25,696	15,370	26,343	9,891	38,459	24,122
DUBUQUE	72,008	68,356	6,450	2,009	20,674	5,221	16,103	12,737	6,486	3,280	11,548	6,086	10,516	7,941

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
IA (cont.)														
IOWA CITY	66,414	64,114	5,814	2,284	17,399	9,204	14,505	5,268	5,678	3,716	7,144	3,528	5,505	4,189
SIOUX CITY	108,288	104,582	8,138	2,905	25,102	9,453	18,011	9,282	7,591	4,098	8,566	4,153	11,492	9,164
WATERLOO - CEDAR FALLS	115,886	111,415	10,569	3,781	31,726	13,780	25,272	13,832	9,695	6,253	12,983	3,370	16,057	11,677
NONMETRO PORTION OF STATE	1,281,801	1,237,392	82,557	28,684	230,762	110,056	174,201	51,634	68,921	44,435	97,633	43,585	109,202	93,401
TOTAL STATE	2,302,044	2,216,034	173,765	57,479	520,595	207,713	378,126	175,688	149,251	88,375	193,865	80,382	233,424	177,281
KANSAS														
LAWRENCE	45,054	43,644	4,425	1,085	8,602	4,447	7,834	3,031	3,679	2,447	4,131	1,299	3,084	1,778
TOPEKA	154,906	148,678	15,344	4,470	33,284	12,969	24,052	12,692	10,049	5,982	13,239	4,046	15,145	9,893
WICHITA	332,257	308,588	27,406	5,319	97,538	52,181	68,540	29,665	30,311	19,384	33,860	12,645	42,674	31,133
NONMETRO PORTION OF STATE	913,859	883,390	66,842	13,890	158,982	92,212	117,095	29,494	50,932	32,924	79,095	39,465	78,347	63,434
TOTAL STATE	1,819,090	1,732,846	151,773	32,793	443,062	216,112	305,312	127,180	134,600	82,859	163,696	68,798	209,654	156,704
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	96,900	95,091	7,732	2,839	28,001	9,771	16,956	9,279	7,397	4,133	11,126	4,144	13,749	10,814
HUNTINGTON - ASHLAND	280,119	273,329	19,793	7,177	57,042	21,809	40,235	22,037	18,765	10,460	19,810	10,049	27,635	24,160
LEXINGTON-FAYETTE	319,122	309,771	26,263	7,403	111,064	45,226	70,986	40,313	27,224	15,014	24,422	8,621	32,945	24,751
LOUISVILLE	823,576	796,302	72,537	22,977	207,723	74,319	123,757	78,974	57,762	28,455	55,817	33,418	94,752	76,570
OWENSBORO	80,317	78,591	7,744	2,628	20,271	10,081	16,167	7,303	7,351	4,575	11,293	4,910	8,168	7,190
NONMETRO PORTION OF STATE	1,753,777	1,707,481	122,114	44,292	247,413	122,310	161,963	41,512	80,428	47,943	117,974	58,473	132,848	112,298
TOTAL STATE	3,316,649	3,217,337	250,774	86,292	644,892	273,939	413,051	188,747	190,204	105,606	227,136	112,226	289,688	235,417
LOUISIANA														
ALEXANDRIA	94,531	91,514	12,360	2,045	30,552	16,531	21,517	11,189	11,988	7,119	9,966	3,362	7,679	5,763
BATON ROUGE	382,023	368,180	40,209	7,422	132,726	39,262	81,183	55,867	32,738	13,809	38,124	12,720	50,104	35,489
LAFAYETTE	123,756	119,193	11,023	2,922	46,036	29,038	32,837	13,745	15,104	10,910	17,178	5,715	23,813	18,512
LAKE CHARLES	170,992	166,820	11,871	3,018	30,144	14,955	20,658	9,548	9,207	5,614	12,839	4,785	19,019	15,714
MONROE	111,425	108,119	8,193	2,356	31,549	16,150	19,913	10,215	9,578	5,567	11,986	3,202	13,650	10,291
NEW ORLEANS	993,534	945,484	83,469	22,121	386,984	142,364	166,144	77,669	84,148	55,430	69,263	28,410	122,921	98,529
SHREVEPORT	275,163	262,555	26,264	4,226	87,185	45,420	53,528	24,272	26,056	16,571	24,133	8,700	36,742	28,601
NONMETRO PORTION OF STATE	1,072,344	1,033,742	77,982	20,186	158,844	83,755	104,996	19,834	56,151	30,595	75,239	37,161	111,483	97,911
TOTAL STATE	3,223,768	3,095,607	271,371	64,296	804,020	387,475	500,776	222,339	244,970	145,555	258,728	103,985	385,411	310,810
MAINE														
BANGOR	118,757	114,507	7,636	2,544	23,325	10,448	18,116	8,164	7,494	4,594	9,812	5,118	13,862	12,212
LEWISTON - AUBURN	83,127	80,514	3,771	671	14,862	6,949	11,251	5,147	4,764	3,126	4,854	1,600	71,650	70,382
PORTLAND	254,633	245,453	15,011	7,949	69,308	24,059	74,549	18,564	20,919	8,818	9,987	4,204	62,269	58,329
NONMETRO PORTION OF STATE	398,499	384,237	22,122	8,850	61,330	30,685	47,834	13,796	19,130	13,493	20,259	9,793	20,030	16,689
TOTAL STATE	952,513	918,718	54,584	22,656	181,326	78,878	161,786	48,820	56,646	32,994	49,935	23,052	171,570	160,543
MARYLAND														
BALTIMORE	2,256,311	2,197,420	100,161	47,676	452,796	180,244	283,782	143,425	126,995	82,187	106,999	43,135	196,064	138,823
CUMBERLAND	88,525	85,561	7,557	4,768	17,823	7,802	11,588	5,801	5,512	3,378	9,226	2,921	8,671	7,000
HAGERSTOWN	104,479	100,982	8,433	4,506	26,570	10,237	17,544	10,849	7,905	4,413	8,528	3,201	9,643	6,795
NONMETRO PORTION OF STATE	445,037	430,141	26,962	15,726	62,025	29,344	40,085	19,374	20,243	12,652	23,593	10,536	31,275	25,198
TOTAL STATE	4,462,706	4,297,146	327,721	206,623	979,589	390,512	560,894	305,394	269,759	168,786	218,036	85,059	418,008	298,275
MASSACHUSETTS														
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,226,052	3,164,404	380,062	159,622	1,150,324	571,538	644,941	310,384	440,128	196,028	281,714	55,989	382,722	230,998
NEW BEDFORD - FALL RIVER	427,378	412,412	26,814	11,871	125,198	60,543	70,209	40,531	30,798	16,105	28,551	15,044	50,491	43,931
PITTSFIELD	168,973	164,890	8,082	3,170	35,470	18,490	26,689	9,445	10,387	6,781	7,290	3,913	6,591	4,344
SPRINGFIELD - CHICOPEE - HOLYOKE	661,854	644,728	31,002	13,248	123,350	72,864	74,751	29,234	35,186	24,759	21,753	11,642	31,540	25,559
WORCESTER - FITCHBURG - LEOMINSTER	596,893	575,868	44,424	24,868	132,881	60,715	79,961	28,407	32,820	21,759	26,724	18,032	62,270	55,430
NONMETRO PORTION OF STATE	280,211	269,787	20,527	9,364	65,475	42,387	40,051	13,177	13,042	14,523	9,637	5,424	17,699	15,604
TOTAL STATE	5,361,361	5,232,089	510,911	222,143	1,632,698	826,537	936,602	431,178	567,361	279,955	375,669	110,044	551,313	375,866
MICHIGAN														
ANN ARBOR	158,010	123,008	26,168	11,927	72,986	35,644	43,204	25,502	18,973	11,734	13,776	8,979	23,540	14,982
BATTLE CREEK	118,610	98,904	10,476	3,726	24,540	9,800	19,759	10,755	7,470	4,114	10,648	5,339	7,978	5,321
BAY CITY	95,225	91,770	7,490	2,408	21,071	11,016	18,492	12,290	6,545	3,644	6,512	2,845	10,203	7,395
BENTON HARBOR	146,086	139,311	12,737	4,676	21,614	9,546	20,960	10,729	7,364	3,255	16,183	10,638	40,963	38,535
DETROIT	3,971,905	3,754,341	431,928	259,468	1,065,385	532,653	749,373	389,929	316,922	203,546	254,053	131,423	443,223	332,057
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,129,915*	*3,877,349*	*458,096*	*271,395*	*1,138,371*	*568,297*	*792,377*	*415,431*	*335,895*	*215,280*	*267,829*	*140,402*	*466,763*	*347,039*
FLINT	430,239	374,841	60,841	31,999	116,339	48,354	93,324	61,419	32,157	16,964	44,645	23,446	60,629	40,088
GRAND RAPIDS	379,045	284,261	43,647	8,350	132,208	62,073	99,690	56,293	37,857	22,220	34,998	18,153	64,684	52,523
JACKSON	92,632	66,791	8,803	2,176	29,480	13,397	24,066	16,941	7,240	3,349	8,470	2,663	9,157	5,354
KALAMAZOO - PORTAGE	199,198	158,552	19,600	5,227	60,164	23,822	44,845	27,533	16,884	9,643	16,036	7,013	24,437	19,294
LANSING - EAST LANSING	390,741	297,167	29,965	8,337	86,846	45,978	60,912	31,217	22,526	13,780	22,578	7,948	34,577	25,728
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	126,538	103,225	9,253	2,820	31,358	9,986	27,389	18,530	9,933	4,611	10,830	4,247	11,426	8,422
SAGINAW	190,888	181,760	18,823	6,212	70,887	36,513	50,108	31,021	18,455	11,684	19,403	9,404	23,559	16,621
NONMETRO PORTION OF STATE	1,163,621	1,109,658	92,719	37,994	173,960	99,154	151,439	48,350	57,128	33,808	70,305	30,223	47,503	32,947
TOTAL STATE	7,543,467	6,860,749	778,834	388,523	1,918,100	941,251	1,411,030	745,343	562,166	343,591	532,027	264,082	796,400	602,338

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE / S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MINNESOTA														
DULUTH - SUPERIOR	225,587	202,409	13,866	4,729	51,083	21,492	34,127	14,110	13,030	7,023	16,710	6,356	19,852	14,022
FARGO - MOORHEAD	114,170	109,525	10,397	4,178	43,315	18,889	27,066	14,204	9,839	5,370	10,574	4,828	18,171	15,227
MINNEAPOLIS - ST. PAUL	1,821,577	1,619,640	154,576	46,322	560,999	203,334	349,950	196,635	142,247	70,544	117,877	33,767	224,838	127,846
ROCHESTER	82,796	78,748	10,729	4,511	29,460	11,730	18,650	11,710	8,539	4,520	9,523	2,323	9,629	4,196
ST. CLOUD	88,110	73,194	8,456	2,372	80,123	10,473	31,672	8,659	7,924	4,682	15,228	4,048	10,020	6,833
NONMETRO PORTION OF STATE	966,594	913,062	67,438	27,456	162,124	95,097	120,401	18,900	49,213	31,973	59,029	24,240	68,291	53,903
TOTAL STATE	3,184,060	2,890,513	256,482	86,013	883,339	342,875	554,523	249,898	220,998	118,839	220,150	72,456	338,227	212,590
MISSISSIPPI														
BILOXI - GULFPORT	157,089	153,683	12,766	3,431	38,080	18,265	22,156	10,630	11,217	6,572	11,188	4,424	11,280	7,209
JACKSON	269,356	263,468	25,740	6,723	93,175	42,587	47,104	28,481	24,296	12,497	17,519	4,725	37,427	28,910
PASCAGOULA - MOSS POINT	106,244	102,668	8,079	2,756	13,673	4,601	10,561	5,951	4,015	1,527	5,820	1,518	5,762	4,363
NONMETRO PORTION OF STATE	1,505,231	1,465,676	107,075	29,083	261,385	135,143	157,263	45,833	79,760	45,945	97,037	32,454	105,624	88,764
TOTAL STATE	2,084,046	2,030,457	155,489	42,414	409,836	201,183	239,021	92,231	120,412	66,732	132,717	43,440	162,409	131,015
MISSOURI														
COLUMBIA	76,139	70,099	5,695	1,618	23,290	11,399	16,790	7,744	7,168	4,386	6,988	2,081	5,938	3,517
JOPLIN	99,643	95,271	11,704	3,116	24,905	14,101	16,480	6,396	9,412	5,399	10,479	4,037	9,548	6,232
KANSAS CITY	1,140,455	1,065,648	103,339	25,234	360,717	138,646	218,911	126,785	100,108	56,481	80,222	23,983	132,601	83,263
ST. JOSEPH	82,360	80,877	4,746	1,508	20,078	6,106	13,578	8,994	5,847	2,837	7,502	2,232	8,737	6,103
ST. LOUIS	2,038,018	1,962,552	165,824	38,251	527,389	205,316	324,611	187,787	151,632	85,387	126,386	55,156	194,328	144,049
SPRINGFIELD	164,625	157,197	19,777	2,370	41,421	16,968	28,707	14,290	13,742	8,442	14,782	4,270	17,425	12,144
NONMETRO PORTION OF STATE	1,203,034	1,150,255	89,842	18,730	180,281	91,291	117,793	31,335	63,322	34,953	91,218	38,821	92,562	68,426
TOTAL STATE	3,987,687	3,806,206	326,304	73,025	928,110	391,773	584,055	291,944	282,023	160,064	278,108	108,141	354,944	248,004
MONTANA														
BILLINGS	117,505	113,701	11,313	4,728	33,998	13,933	24,035	10,950	11,080	7,444	13,902	6,615	18,039	14,178
GREAT FALLS	65,676	61,859	4,741	2,479	27,106	14,577	17,063	8,045	8,004	5,382	8,932	4,503	10,992	7,653
NONMETRO PORTION OF STATE	456,178	438,627	25,913	12,079	84,158	50,641	75,290	16,521	30,889	20,080	35,545	20,136	41,808	35,751
TOTAL STATE	639,359	614,187	41,967	19,286	145,262	79,151	116,388	35,516	49,973	32,906	58,379	31,254	70,839	57,582
NEBRASKA														
LINCOLN	166,694	159,839	14,668	3,342	44,541	15,317	29,635	15,287	13,376	7,937	9,110	3,299	11,252	7,195
OMAHA	479,074	452,605	37,266	11,096	123,533	37,878	79,580	47,670	32,092	16,291	36,739	17,369	71,495	57,447
NONMETRO PORTION OF STATE	677,057	628,055	44,531	10,300	125,315	67,187	93,647	27,068	41,539	27,512	53,959	22,757	56,065	46,993
TOTAL STATE	1,259,749	1,181,214	91,469	23,201	279,473	117,982	194,108	83,195	83,810	50,708	96,204	42,458	135,731	111,207
NEVADA														
LAS VEGAS	377,937	364,758	42,619	11,047	133,641	56,499	86,126	41,456	36,802	19,735	39,948	10,438	51,609	34,575
RENO	176,524	153,993	35,054	24,695	60,215	29,858	38,582	21,172	20,321	13,365	19,566	7,745	43,300	34,849
NONMETRO PORTION OF STATE	91,272	87,402	15,038	9,501	15,458	8,143	11,931	2,055	4,564	2,656	6,604	2,665	11,892	10,619
TOTAL STATE	645,733	606,153	92,711	45,243	209,314	94,500	136,639	64,683	61,687	35,756	66,118	20,848	106,801	80,043
NEW HAMPSHIRE														
MANCHESTER - NASHUA	229,954	225,802	16,916	7,534	63,238	29,822	46,290	20,140	17,110	12,401	14,130	7,457	27,556	23,550
PORTSMOUTH - DOVER - ROCHESTER	407,824	397,429	30,970	12,443	76,034	37,470	47,453	19,670	30,605	13,419	26,363	8,483	28,865	18,360
NONMETRO PORTION OF STATE	371,446	359,140	20,004	8,104	60,386	27,891	39,953	14,015	14,662	9,139	19,719	11,093	21,473	17,863
TOTAL STATE	911,727	888,364	61,846	25,439	187,157	88,446	123,660	50,676	58,038	31,996	55,189	24,696	74,135	56,842
NEW JERSEY														
ATLANTIC CITY	210,802	206,288	16,694	4,304	50,073	27,454	28,567	13,621	10,832	7,608	15,860	6,772	16,199	12,684
JERSEY CITY	459,086	419,571	35,378	8,084	90,412	65,746	54,881	12,090	25,343	20,956	18,491	8,620	26,277	24,193
LONG BRANCH - ASBURY PARK	494,827	484,009	32,084	11,947	92,511	48,193	65,959	30,325	27,764	21,507	23,130	11,863	58,287	50,027
NEWARK	1,938,095	1,879,869	125,302	38,196	388,241	234,283	213,397	80,831	112,319	90,124	85,741	48,051	201,028	173,972
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	587,399	549,562	40,366	9,623	174,156	87,930	110,451	52,604	49,459	36,704	30,395	15,303	53,805	38,616
PATERSON - CLIFTON - PASSAIC	337,102	318,999	28,711	6,265	156,542	55,130	95,995	53,763	37,864	26,587	26,893	12,728	62,867	35,510
TRENTON	302,332	295,566	19,524	6,683	84,930	38,247	55,974	25,188	23,301	15,856	15,171	8,977	27,991	21,138
VINELAND - MILLVILLE - BRIDGETON	174,982	170,948	8,006	2,550	21,384	13,005	17,284	7,147	6,386	4,447	7,753	4,137	10,004	8,656
NONMETRO PORTION OF STATE	743,281	721,385	42,741	10,084	98,190	49,855	69,518	32,947	27,265	16,844	28,885	10,225	40,044	26,655
TOTAL STATE	7,269,645	7,008,179	488,410	142,210	1,771,385	869,161	1,051,287	479,451	482,060	343,228	355,573	184,083	717,822	556,562
NEW MEXICO														
ALBUQUERQUE	362,367	339,747	27,959	8,932	113,180	53,906	66,897	36,675	40,393	27,399	26,778	14,725	59,677	50,402
LAS CRUCES	64,508	60,367	4,735	1,200	9,358	4,518	7,779	4,159	3,749	1,796	5,413	1,907	5,827	4,530
NONMETRO PORTION OF STATE	650,777	609,005	43,613	13,164	109,182	68,781	90,371	22,961	41,664	27,349	43,792	16,248	49,120	38,372
TOTAL STATE	1,077,652	1,009,119	76,306	23,296	231,720	127,205	165,047	63,795	85,806	56,544	75,983	32,880	114,624	93,304

Section C

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Projections of U.S. Metropolitan Markets to 1985

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
ALABAMA															
ANNISTON	**117.8**	**125.7**	**6.7**	**45.6**	**13.4**	**1,071,686**	**61.9**	**16,467**	**23,502**	**734,279**	**68.0**	**10,873**	**16,103**	**.0422**	**.0411**
Calhoun	117.8	125.7	6.7	45.6	13.4	1,071,686	61.9	16,467	23,502	734,279	68.0	10,873	16,103	.0422	.0411
BIRMINGHAM	**853.1**	**898.0**	**5.3**	**343.3**	**11.1**	**9,956,576**	**57.9**	**20,408**	**29,003**	**6,013,905**	**58.6**	**12,275**	**17,518**	**.3663**	**.3447**
Jefferson	672.9	688.8	2.4	268.5	8.4	7,824,830	49.7	21,115	29,143	4,995,575	53.3	13,163	18,605	.3043	.2745
St. Clair	42.2	49.2	16.6	17.6	23.1	356,132	72.6	14,428	20,235	163,074	78.4	6,391	9,266	.0123	.0127
Shelby	68.5	84.2	22.9	29.4	29.5	1,021,887	127.5	19,789	34,758	408,971	116.3	8,329	13,911	.0242	.0309
Walker	69.5	75.8	9.1	27.8	14.4	753,727	79.3	17,297	27,112	446,285	76.9	10,383	16,053	.0255	.0266
FLORENCE	**136.2**	**144.9**	**6.4**	**54.5**	**12.8**	**1,296,042**	**61.4**	**16,630**	**23,781**	**866,492**	**63.1**	**11,001**	**15,899**	**.0505**	**.0488**
Colbert	54.8	57.1	4.2	21.6	10.8	437,243	29.8	17,269	20,243	391,341	47.2	13,631	18,118	.0223	.0190
Lauderdale	81.4	87.8	7.9	32.9	14.2	858,799	84.1	16,197	26,103	475,151	78.9	9,221	14,442	.0282	.0298
GADSDEN	**103.6**	**108.1**	**4.3**	**41.0**	**9.6**	**851,267**	**48.4**	**15,342**	**20,763**	**622,853**	**55.8**	**10,690**	**15,192**	**.0374**	**.0341**
Etowah	103.6	108.1	4.3	41.0	9.6	851,267	48.4	15,342	20,763	622,853	55.8	10,690	15,192	.0374	.0341
HUNTSVILLE	**310.1**	**322.2**	**3.9**	**119.4**	**10.7**	**3,523,023**	**56.6**	**20,847**	**29,506**	**1,924,462**	**59.4**	**11,186**	**16,118**	**.1263**	**.1187**
Limestone	46.3	48.2	4.1	17.1	9.6	515,392	72.7	19,130	30,140	208,066	70.0	7,846	12,168	.0160	.0162
Madison	197.4	201.8	2.2	74.8	9.5	2,287,582	52.6	21,952	30,583	1,231,312	55.6	11,585	16,461	.0830	.0761
Marshall	66.4	72.2	8.7	27.5	14.6	720,049	59.4	18,819	26,184	485,084	65.4	12,222	17,639	.0273	.0264
MOBILE	**447.8**	**487.0**	**8.8**	**177.4**	**15.6**	**5,447,833**	**87.8**	**18,908**	**30,709**	**3,227,173**	**79.8**	**11,698**	**18,192**	**.1749**	**.1870**
Baldwin	79.9	90.6	13.4	33.0	20.0	919,160	78.7	18,700	27,853	528,983	80.1	10,683	16,030	.0303	.0319
Mobile	367.9	396.4	7.7	144.4	14.[illegible]	4,528,673	89.8	18,953	31,362	2,698,190	79.8	11,920	18,686	.1446	.1551
MONTGOMERY	**276.0**	**300.5**	**8.9**	**109.5**	**15.4**	**3,463,153**	**74.4**	**20,924**	**31,627**	**1,896,227**	**70.9**	**11,689**	**17,317**	**.1132**	**.1154**
Autauga	32.8	36.8	12.2	12.5	19.0	579,326	140.7	22,919	46,346	172,199	115.1	7,624	13,776	.0120	.0156
Elmore	44.1	49.0	11.1	16.8	16.7	509,079	98.5	17,807	30,302	168,391	89.5	6,170	10,023	.0136	.0153
Montgomery	199.1	214.7	7.8	80.2	14.6	2,374,748	59.5	21,266	29,610	1,555,637	65.4	13,434	19,397	.0876	.0845
TUSCALOOSA	**139.3**	**150.6**	**8.1**	**55.2**	**15.0**	**1,851,830**	**86.3**	**20,707**	**33,548**	**920,078**	**78.8**	**10,718**	**16,668**	**.0556**	**.0592**
Tuscaloosa	139.3	150.6	8.1	55.2	15.0	1,851,830	86.3	20,707	33,548	920,078	78.8	10,718	16,668	.0556	.0592
TOTAL METRO COUNTIES	**2,431.4**	**2,585.7**	**6.3**	**963.8**	**12.7**	**27,755,453**	**66.1**	**19,537**	**28,798**	**16,362,428**	**65.3**	**11,569**	**16,977**	**.9806**	**.9607**
TOTAL STATE	**3,921.9**	**4,160.7**	**6.1**	**1,535.7**	**12.3**	**41,384,792**	**67.4**	**18,084**	**26,948**	**23,591,787**	**66.8**	**10,347**	**15,362**	**1.4643**	**1.4429**
ALASKA															
ANCHORAGE	**177.5**	**209.1**	**17.8**	**79.7**	**27.1**	**2,997,235**	**62.0**	**29,503**	**37,606**	**2,025,231**	**75.1**	**18,444**	**25,411**	**.1024**	**.1027**
Anchorage	177.5	209.1	17.8	79.7	27.1	2,997,235	62.0	29,503	37,606	2,025,231	75.1	18,444	25,411	.1024	.1027
TOTAL METRO COUNTIES	**177.5**	**209.1**	**17.8**	**79.7**	**27.1**	**2,997,235**	**62.0**	**29,503**	**37,606**	**2,025,231**	**75.1**	**18,444**	**25,411**	**.1024**	**.1027**
TOTAL STATE	**410.2**	**477.9**	**16.5**	**171.7**	**25.7**	**6,606,053**	**58.1**	**30,586**	**38,474**	**3,943,802**	**71.8**	**16,802**	**22,969**	**.2223**	**.2182**

(continued on page 62)

Guide to using S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES			POPULATION			$$	EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1985 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 **Percent change** between 12/31/80 and 12/31/85, with 1980 as the base year, of a market's total population. A minus sign indicates a decline.

3 **Households** are units made up of families or unrelated individuals occupying a house, apartment or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect houshold size.

4 **Percent change** between 12/31/80 and 12/31/85, with 1980 as the base year, of a market's total population. A minus sign indicates a decline.

5 **Effective Buying Income (EBI),** a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1985 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

6 **Percent Change** between 1980 and 1985, with 1980 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 **Average Household Effective Buying Income (EBI)** is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 **Total retail sales** are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases by nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1985 are stated in current dollars.

9 **Percent change** between 1980 and 1985, with 1980 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 **Retail Sales Per Household** is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					$$ EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
REGION / State	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
NEW ENGLAND	**12,386.1**	**12,652.1**	**2.1**	**4,781.6**	**8.1**	**197,031,084**	**88.6**	**23,610**	**41,206**	**91,349,105**	**75.9**	**11,739**	**19,104**	**5.5760**	**5.8902**
Connecticut	3,109.0	3,133.8	.8	1,180.2	6.7	60,176,877	100.0	27,197	50,989	22,894,561	81.5	11,401	19,399	1.4932	1.6463
Maine	1,134.3	1,205.4	6.3	454.8	12.7	11,967,411	60.1	18,535	26,314	7,497,441	63.8	11,349	16,485	.4475	.4298
Massachusetts	5,741.1	5,776.0	.6	2,185.8	6.3	93,361,090	91.8	23,677	42,713	44,678,220	77.4	12,252	20,440	2.6267	2.7985
New Hampshire	935.5	1,035.5	10.7	390.1	17.4	13,404,335	85.4	21,751	34,361	7,612,410	80.2	12,712	19,514	.4125	.4409
Rhode Island	949.6	950.2	.1	363.8	5.9	12,306,177	64.0	21,862	33,873	5,326,700	60.2	9,691	14,662	.3932	.3742
Vermont	516.6	551.2	6.7	207.4	13.6	5,815,194	67.6	19,016	28,039	3,339,773	67.1	10,952	16,103	.2029	.2005
MIDDLE ATLANTIC	**36,779.6**	**36,746.2**	**–.1**	**13,940.1**	**5.4**	**551,492,427**	**77.8**	**23,456**	**39,562**	**248,867,134**	**69.6**	**11,096**	**17,853**	**16.3296**	**16.4719**
New Jersey	7,380.2	7,473.7	1.3	2,738.0	6.3	113,088,891	66.6	26,357	41,303	51,862,806	63.3	12,330	18,942	3.5039	3.3879
New York	17,526.3	17,343.1	–1.0	6,684.1	4.7	287,070,102	92.7	23,330	42,948	122,179,066	78.7	10,708	18,279	7.7648	8.2907
Pennsylvania	11,873.1	11,929.4	.5	4,518.0	5.9	151,333,434	62.1	21,894	33,496	74,825,262	60.5	10,932	16,562	5.0609	4.7933
EAST NORTH CENTRAL	**41,800.9**	**42,756.6**	**2.3**	**16,049.3**	**8.1**	**522,516,389**	**52.5**	**23,069**	**32,557**	**270,109,345**	**55.4**	**11,704**	**16,830**	**18.5031**	**16.8965**
Illinois	11,450.7	11,665.3	1.9	4,384.7	7.2	161,766,845	58.6	24,923	36,893	76,186,751	58.5	11,746	17,376	5.3059	4.9638
Indiana	5,512.9	5,679.3	3.0	2,123.1	8.6	57,534,416	37.7	21,374	27,099	31,330,969	45.4	11,020	14,757	2.3031	1.9702
Michigan	9,287.9	9,533.3	2.6	3,525.8	8.7	116,426,281	52.2	23,592	33,021	63,601,527	56.9	12,506	18,039	4.1806	3.8283
Ohio	10,813.3	10,962.4	1.4	4,160.5	7.2	126,189,054	47.2	22,079	30,330	67,886,720	51.7	11,526	16,317	4.6983	4.1822
Wisconsin	4,734.1	4,916.3	3.8	1,855.2	10.2	60,599,793	65.1	21,811	32,665	31,103,378	64.1	11,263	16,766	2.0152	1.9520
WEST NORTH CENTRAL	**17,281.8**	**17,914.9**	**3.7**	**6,902.6**	**9.4**	**228,093,220**	**66.0**	**21,776**	**33,045**	**123,735,115**	**65.0**	**11,887**	**17,926**	**7.6279**	**7.4206**
Iowa	2,924.5	2,999.2	2.6	1,157.0	8.3	34,481,687	46.1	22,101	29,803	19,913,234	53.6	12,139	17,211	1.3092	1.1682
Kansas	2,374.9	2,461.7	3.7	969.2	9.4	40,910,781	96.1	23,559	42,211	18,913,388	83.4	11,641	19,514	1.1033	1.2084
Minnesota	4,103.6	4,276.3	4.2	1,629.0	10.5	54,930,318	65.5	22,520	33,720	29,756,439	64.8	12,251	18,267	1.8347	1.7831
Missouri	4,947.9	5,143.4	4.0	1,984.2	9.0	58,726,032	58.1	20,404	29,597	33,204,605	60.0	11,398	16,735	2.1015	1.9794
Nebraska	1,579.6	1,635.1	3.5	635.1	9.3	22,548,726	78.7	21,706	35,503	11,680,352	72.5	11,649	18,391	.6963	.7122
North Dakota	657.1	682.6	3.9	257.9	10.9	8,931,253	77.7	21,622	34,631	5,385,131	75.2	13,217	20,881	.2916	.2988
South Dakota	694.2	716.5	3.2	270.2	9.5	7,564,963	53.8	19,941	27,998	4,881,966	59.4	12,417	18,068	.2913	.2705
SOUTH ATLANTIC	**37,481.6**	**40,583.4**	**8.3**	**15,437.5**	**14.5**	**423,011,083**	**56.0**	**20,112**	**27,402**	**256,571,064**	**62.0**	**11,745**	**16,620**	**15.6746**	**14.8708**
Delaware	599.4	621.4	3.7	232.9	10.1	7,264,598	49.9	22,918	31,192	4,189,088	54.6	12,809	17,987	.2702	.2451
District of Columbia	628.5	567.8	–9.7	238.8	–5.1	11,917,091	83.3	25,824	49,904	3,955,025	64.1	9,575	16,562	.3089	.3111
Florida	10,026.0	11,460.4	14.3	4,659.3	20.2	115,910,129	55.9	19,174	24,877	78,568,115	65.4	12,221	16,820	4.3988	4.2514
Georgia	5,536.4	6,010.7	8.6	2,201.5	14.8	58,233,364	57.7	19,250	26,452	36,159,279	63.9	11,510	16,429	2.1878	2.0979
Maryland	4,236.8	4,363.2	3.0	1,618.4	9.0	59,233,782	70.1	23,450	36,400	32,656,581	66.9	13,180	20,178	1.9382	1.9127
North Carolina	5,930.6	6,310.2	6.4	2,363.0	13.3	55,582,806	41.4	18,838	23,522	32,999,957	53.0	10,337	13,965	2.2723	2.0220
South Carolina	3,157.7	3,445.8	9.1	1,223.2	15.9	28,352,395	43.1	18,780	23,179	18,044,187	56.8	10,909	14,752	1.1801	1.0725
Virginia	5,399.0	5,738.8	6.3	2,130.6	12.1	66,807,535	60.5	21,900	31,356	38,127,784	62.3	12,358	17,895	2.3494	2.2489
West Virginia	1,967.2	2,065.1	5.0	769.8	10.2	19,709,383	51.4	18,639	25,603	12,060,948	57.4	10,968	15,668	.7689	.7092
EAST SOUTH CENTRAL	**14,801.0**	**15,779.2**	**6.6**	**5,803.6**	**12.6**	**150,642,706**	**60.6**	**18,207**	**25,957**	**88,739,870**	**63.5**	**10,536**	**15,290**	**5.5675**	**5.3573**
Alabama	3,921.9	4,160.7	6.1	1,535.7	12.3	41,384,792	67.4	18,084	26,948	23,591,787	66.8	10,347	15,362	1.4643	1.4429
Kentucky	3,698.4	3,952.6	6.9	1,449.7	12.5	33,949,311	42.1	18,531	23,418	22,394,556	54.2	11,271	15,448	1.4333	1.2842
Mississippi	2,540.2	2,678.1	5.4	940.3	11.6	21,989,857	54.3	16,916	23,386	13,226,072	60.6	9,776	14,066	.8711	.8181
Tennessee	4,640.5	4,987.8	7.5	1,877.9	13.6	53,318,746	72.3	18,713	28,393	29,527,455	70.0	10,506	15,724	1.7988	1.8121
WEST SOUTH CENTRAL	**24,096.8**	**26,549.7**	**10.2**	**9,837.3**	**16.0**	**329,856,285**	**80.1**	**21,597**	**33,531**	**191,712,096**	**76.8**	**12,789**	**19,488**	**10.5254**	**11.0200**
Arkansas	2,311.3	2,507.9	8.5	945.9	13.8	23,986,399	66.7	17,311	25,358	14,941,763	68.8	10,647	15,796	.8741	.8677
Louisiana	4,251.2	4,567.0	7.4	1,648.3	14.1	53,783,830	79.9	20,690	32,630	28,237,446	75.7	11,123	17,131	1.6952	1.7610
Oklahoma	3,059.5	3,317.3	8.4	1,292.3	13.3	52,699,628	121.2	20,898	40,780	26,847,368	99.0	11,830	20,775	1.3436	1.6143
Texas	14,474.8	16,157.5	11.6	5,950.8	17.5	199,386,428	73.3	22,717	33,506	121,685,519	73.8	13,831	20,449	6.6125	6.7770
MOUNTAIN	**11,629.5**	**13,308.7**	**14.4**	**4,988.3**	**21.0**	**148,297,940**	**72.4**	**20,866**	**29,729**	**88,232,013**	**76.1**	**12,155**	**17,688**	**4.9442**	**5.1053**
Arizona	2,805.6	3,285.7	17.1	1,243.3	24.4	31,095,275	54.8	20,102	25,010	17,787,336	65.5	10,750	14,307	1.1331	1.0990
Colorado	2,940.4	3,292.4	12.0	1,298.6	18.8	41,979,099	74.7	21,983	32,326	23,986,004	76.5	12,430	18,471	1.3415	1.3877
Idaho	963.9	1,102.1	14.3	401.0	20.1	10,261,856	60.0	19,206	25,591	6,691,992	68.7	11,879	16,688	.3844	.3791
Montana	795.3	855.9	7.6	330.6	13.9	11,948,873	110.4	19,565	36,143	7,170,966	95.9	12,611	21,691	.3399	.3429
Nevada	822.0	979.8	19.2	400.7	26.6	10,885,055	53.4	22,422	27,165	7,551,277	67.2	14,267	18,845	.4077	.3947
New Mexico	1,323.1	1,484.4	12.2	544.6	19.7	17,923,806	97.3	19,974	32,912	10,596,599	90.0	12,262	19,458	.5394	.6055
Utah	1,497.1	1,741.8	16.3	559.0	21.0	14,298,163	53.1	20,205	25,578	8,910,302	63.4	11,801	15,940	.5577	.5376
Wyoming	482.1	566.6	17.5	210.5	22.7	9,905,813	131.9	24,908	47,058	5,537,537	113.5	15,125	26,307	.2405	.3076
PACIFIC	**32,239.8**	**34,889.8**	**8.2**	**13,453.6**	**13.5**	**566,410,853**	**98.5**	**24,072**	**42,101**	**271,167,108**	**84.4**	**12,405**	**20,156**	**15.2517**	**16.9674**
Alaska	410.2	477.9	16.5	171.7	25.7	6,606,053	58.1	30,586	38,474	3,943,802	71.8	16,802	22,969	.2223	.2182
California	23,979.8	25,784.0	7.5	9,910.2	12.4	452,387,203	109.0	24,558	45,649	205,759,212	90.2	12,270	20,762	11.4244	13.1798
Hawaii	979.1	1,081.3	10.4	353.6	17.2	11,696,536	49.0	26,031	33,078	7,146,823	58.2	14,981	20,212	.4425	.4088
Oregon	2,678.4	2,987.2	11.5	1,200.5	17.8	33,700,611	63.4	20,228	28,072	22,155,422	68.0	12,935	18,455	1.2123	1.1959
Washington	4,192.3	4,559.4	8.8	1,817.6	15.1	62,020,450	71.4	22,907	34,122	32,161,849	70.5	11,938	17,695	1.9502	1.9647
TOTAL UNITED STATES	**228,497.1**	**241,180.6**	**5.6**	**91,193.9**	**11.3**	**3,117,351,987**	**71.8**	**22,151**	**34,184**	**1,630,482,850**	**68.8**	**11,792**	**17,879**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
ARIZONA															
PHOENIX	1,559.8	1,836.9	17.8	712.6	25.1	19,507,546	59.4	21,477	27,375	10,970,189	68.3	11,440	15,395	.6762	.6671
Maricopa	1,559.8	1,836.9	17.8	712.6	25.1	19,507,546	59.4	21,477	27,375	10,970,189	68.3	11,440	15,395	.6762	.6671
TUCSON	549.5	641.1	16.7	254.0	24.1	5,793,951	39.7	20,265	22,811	3,362,980	56.2	10,519	13,240	.2293	.2080
Pima	549.5	641.1	16.7	254.0	24.1	5,793,951	39.7	20,265	22,811	3,362,980	56.2	10,519	13,240	.2293	.2080
TOTAL METRO COUNTIES	2,109.3	2,478.0	17.5	966.6	24.8	25,301,497	54.4	21,156	26,176	14,333,169	65.3	11,197	14,828	.9055	.8751
TOTAL STATE	2,805.6	3,285.7	17.1	1,243.3	24.4	31,095,275	54.8	20,102	25,010	17,787,336	65.5	10,750	14,307	1.1331	1.0985
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	182.1	207.9	14.2	79.8	20.0	2,413,641	91.5	18,951	30,246	1,467,363	88.4	11,712	18,388	.0748	.0830
Benton	80.8	94.9	17.5	36.5	22.5	1,028,358	96.4	17,568	28,174	529,712	92.0	9,260	14,513	.0301	.0341
Washington	101.3	113.0	11.5	43.3	18.0	1,385,283	88.0	20,073	31,993	937,651	86.4	13,704	21,655	.0447	.0489
FORT SMITH	206.3	229.7	11.3	86.9	16.2	2,424,949	90.2	17,043	27,905	1,693,508	82.5	12,407	19,488	.0820	.0893
Crawford	37.8	44.3	17.2	15.5	20.2	358,907	73.1	16,069	23,155	206,079	78.9	8,928	13,295	.0127	.0133
Sebastian	95.9	103.8	8.2	41.5	14.0	1,237,999	70.3	19,972	29,831	1,087,883	73.4	17,240	26,214	.0479	.0487
Le Flore, Okla.	*41.3*	*46.2*	*11.9*	*17.2*	*16.2*	*514,023*	*147.1*	*14,055*	*29,885*	*215,954*	*117.6*	*6,706*	*12,555*	*.0124*	*.0161*
Sequoyah, Okla.	*31.3*	*35.4*	*13.1*	*12.7*	*18.7*	*314,020*	*137.0*	*12,382*	*24,726*	*183,592*	*113.3*	*8,045*	*14,456*	*.0090*	*.0112*
LITTLE ROCK - NORTH LITTLE ROCK	398.6	432.2	8.4	165.4	14.0	5,086,569	60.3	21,864	30,753	2,896,690	61.7	12,345	17,513	.1780	.1707
Pulaski	344.4	368.0	6.9	143.3	12.7	4,477,789	57.0	22,438	31,248	2,627,757	59.5	12,964	18,337	.1598	.1507
Saline	54.2	64.2	18.5	22.1	22.8	608,780	89.9	17,813	27,547	268,933	87.3	7,978	12,169	.0182	.0200
PINE BLUFF	91.1	94.9	4.2	34.1	10.0	1,261,596	97.6	20,593	36,997	678,637	84.8	11,847	19,901	.0370	.0406
Jefferson	91.1	94.9	4.2	34.1	10.0	1,261,596	97.6	20,593	36,997	678,637	84.8	11,847	19,901	.0370	.0406
TEXARKANA	128.2	136.6	6.6	51.6	11.2	1,256,335	63.4	16,575	24,348	923,789	65.8	12,005	17,903	.0496	.0487
Little River	14.2	15.9	12.0	5.5	14.6	185,287	112.6	18,159	33,689	70,523	94.5	7,553	12,822	.0048	.0056
Miller	38.1	40.6	6.6	15.2	10.9	308,393	34.7	16,706	20,289	248,000	50.3	12,047	16,316	.0147	.0130
Bowie, Tex.	*75.9*	*80.1*	*5.5*	*30.9*	*10.8*	*762,655*	*68.3*	*16,239*	*24,681*	*605,266*	*70.1*	*12,751*	*19,588*	*.0301*	*.0301*
TOTAL METRO COUNTIES	906.9	990.4	9.2	374.4	14.8	11,278,353	70.9	20,230	30,124	7,001,712	70.9	12,559	18,701	.3885	.3923
TOTAL STATE	2,311.3	2,507.9	8.5	945.9	13.8	23,986,399	66.7	17,311	25,358	14,941,763	68.8	10,647	15,796	.8741	.8677
CALIFORNIA															
ANAHEIM - SANTA ANA - GARDEN GROVE	1,972.3	2,224.2	12.8	848.2	19.7	46,563,136	131.7	28,359	54,896	21,574,496	107.3	14,689	25,436	1.0498	1.3284
Orange	1,972.3	2,224.2	12.8	848.2	19.7	46,563,136	131.7	28,359	54,896	21,574,496	107.3	14,689	25,436	1.0498	1.3284
BAKERSFIELD	409.4	448.5	9.6	166.0	15.8	6,480,013	117.3	20,798	39,036	3,508,320	96.5	12,452	21,134	.1736	.2056
Kern	409.4	448.5	9.6	166.0	15.8	6,480,013	117.3	20,798	39,036	3,508,320	96.5	12,452	21,134	.1736	.2056
CHICO	147.2	168.2	14.3	71.4	21.2	2,405,230	119.0	18,650	33,687	1,218,011	102.4	10,216	17,059	.0619	.0749
Butte	147.2	168.2	14.3	71.4	21.2	2,405,230	119.0	18,650	33,687	1,218,011	102.4	10,216	17,059	.0619	.0749
FRESNO	523.7	578.1	10.4	214.0	16.6	8,197,766	117.2	20,567	38,307	4,557,353	97.0	12,610	21,296	.2217	.2633
Fresno	523.7	578.1	10.4	214.0	16.6	8,197,766	117.2	20,567	38,307	4,557,353	97.0	12,610	21,296	.2217	.2633
LOS ANGELES - LONG BEACH	7,513.0	7,653.8	1.9	2,872.6	4.3	133,149,572	95.1	24,785	46,352	58,986,957	76.6	12,127	20,534	3.5761	3.8557
Los Angeles	7,513.0	7,653.8	1.9	2,872.6	4.3	133,149,572	95.1	24,785	46,352	58,986,957	76.6	12,127	20,534	3.5761	3.8557
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*11,621.0*	*12,320.5*	*6.0*	*4,619.7*	*9.7*	*216,475,303*	*106.9*	*24,854*	*46,859*	*98,035,651*	*87.2*	*12,436*	*21,221*	*5.5275*	*6.2979*
MODESTO	271.8	309.6	13.9	117.4	20.2	5,308,470	127.3	23,907	45,217	2,502,720	108.5	12,286	21,318	.1255	.1569
Stanislaus	271.8	309.6	13.9	117.4	20.2	5,308,470	127.3	23,907	45,217	2,502,720	108.5	12,286	21,318	.1255	.1569
OXNARD - SIMI VALLEY - VENTURA	542.5	622.6	14.8	218.9	21.9	9,060,245	119.1	23,037	41,390	4,154,399	101.3	11,500	18,979	.2257	.2733
Ventura	542.5	622.6	14.8	218.9	21.9	9,060,245	119.1	23,037	41,390	4,154,399	101.3	11,500	18,979	.2257	.2733
REDDING	118.9	139.6	17.4	55.5	24.2	2,142,428	126.5	21,158	38,602	1,341,338	110.6	14,249	24,168	.0563	.0705
Shasta	118.9	139.6	17.4	55.5	24.2	2,142,428	126.5	21,158	38,602	1,341,338	110.6	14,249	24,168	.0563	.0705
RIVERSIDE - SAN BERNARDINO - ONTARIO	1,593.2	1,819.9	14.2	680.0	19.7	27,702,350	127.9	21,393	40,739	13,319,799	105.3	11,422	19,588	.6759	.8405
Riverside	681.5	792.1	16.2	304.4	21.2	12,106,697	132.0	20,785	39,772	6,325,649	108.3	12,092	20,781	.2977	.3763
San Bernardino	911.7	1,027.8	12.7	375.6	18.5	15,595,653	124.9	21,875	41,522	6,994,150	102.6	10,892	18,621	.3782	.4642
SACRAMENTO	1,031.2	1,139.4	10.5	468.5	18.2	20,181,032	114.6	23,737	43,076	9,629,138	97.0	12,336	20,553	.5012	.5953
Placer	120.7	142.6	18.1	55.4	24.8	1,916,192	91.0	22,590	34,588	1,089,316	90.3	12,895	19,663	.0560	.0625
Sacramento	795.4	870.9	9.5	363.4	17.5	16,412,928	118.4	24,302	45,165	7,628,300	98.1	12,447	20,991	.3964	.4759
Yolo	115.1	125.9	9.4	49.7	16.9	1,851,912	109.3	20,823	37,262	911,522	96.0	10,945	18,340	.0488	.0569
SALINAS - SEASIDE - MONTEREY	295.0	317.7	7.7	109.8	12.2	4,629,407	93.3	24,459	42,162	2,259,562	83.0	12,611	20,579	.1301	.1421
Monterey	295.0	317.7	7.7	109.8	12.2	4,629,407	93.3	24,459	42,162	2,259,562	83.0	12,611	20,579	.1301	.1421
SAN DIEGO	1,904.9	2,161.0	13.4	832.7	20.2	34,544,060	121.1	22,564	41,484	16,274,565	101.4	11,670	19,544	.8483	1.0327
San Diego	1,904.9	2,161.0	13.4	832.7	20.2	34,544,060	121.1	22,564	41,484	16,274,565	101.4	11,670	19,544	.8483	1.0327
SAN FRANCISCO - OAKLAND	3,266.9	3,326.9	1.8	1,390.1	7.0	71,858,825	103.9	27,124	51,693	29,073,299	83.6	12,192	20,915	1.7490	1.9633
Alameda	1,109.6	1,122.9	1.2	459.8	6.5	21,289,394	96.6	25,091	46,301	9,018,451	78.8	11,683	19,614	.5521	.6004
Contra Costa	666.0	717.3	7.7	285.2	14.8	14,676,148	111.9	27,887	51,459	5,591,797	92.7	11,679	19,607	.3393	.3977
Marin	224.1	229.8	2.5	100.1	10.1	5,868,210	103.7	31,688	58,623	2,238,843	88.4	13,072	22,366	.1359	.1545
San Francisco	676.2	652.7	-3.5	296.6	-.8	14,566,353	99.3	24,446	49,111	6,102,516	76.0	11,596	20,575	.3685	.4000
San Mateo	591.0	604.2	2.2	248.4	8.4	15,458,720	112.1	31,806	62,233	6,121,692	89.0	14,133	24,644	.3532	.4107
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,230.0*	*5,498.3*	*5.1*	*2,226.0*	*10.3*	*116,805,650*	*110.9*	*27,551*	*52,473*	*48,107,250*	*90.3*	*12,579*	*21,612*	*2.7693*	*3.2144*
SAN JOSE	1,314.1	1,429.9	8.8	545.5	15.6	34,244,556	129.1	31,726	62,776	13,653,234	103.4	14,248	25,029	.7355	.9190
Santa Clara	1,314.1	1,429.9	8.8	545.5	15.8	34,244,556	129.1	31,726	62,776	13,653,234	103.4	14,248	25,029	.7355	.9190
SANTA BARBARA - SANTA MARIA - LOMPOC	301.6	318.0	5.4	124.6	11.6	3,879,960	45.5	23,903	31,139	2,112,915	52.1	12,450	16,958	.1432	.1275

STOCKTON Metro No. 2

in the Sacramento-STOCKTON ADI

Ranked 21st Nationally

1st in metro FOOD SALES GROWTH

METRO AREA	'80 Total Food Sales ($000)	'76-'80 Food Sales GROWTH INDEX
Stockton	366,448	1.81
Sacramento	1,167,610	1.56

in SACRAMENTO-STOCKTON ADI

Dominated by ONE newspaper, the Stockton RECORD, reaching over 141,000 adults; maximum "outside" daily (S.F.Chron.) newspaper coverage less than 9%.

Sources: 1981 S&MM Survey of Buying Power; CIRCULATION '80/'81

ADVERTISING REPRESENTATIVES: GANNETT NEWSPAPER ADVERTISING SALES

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
CA (cont.)															
Santa Barbara	301.6	318.0	5.4	124.6	11.6	3,879,960	45.5	23,903	31,139	2,112,915	52.1	12,450	16,958	.1432	.1275
SANTA CRUZ	**193.4**	**227.6**	**17.7**	**89.4**	**20.6**	**2,784,804**	**91.0**	**19,671**	**31,150**	**1,662,560**	**87.7**	**11,956**	**18,597**	**.0847**	**.0942**
Santa Cruz	193.4	227.6	17.7	89.4	20.6	2,784,804	91.0	19,671	31,150	1,662,560	87.7	11,956	18,597	.0847	.0942
SANTA ROSA	**307.5**	**356.4**	**15.9**	**146.0**	**22.9**	**5,647,861**	**119.4**	**21,668**	**38,684**	**2,977,687**	**105.6**	**12,189**	**20,395**	**.1428**	**.1749**
Sonoma	307.5	356.4	15.9	146.0	22.9	5,647,861	119.4	21,668	38,684	2,977,687	105.6	12,189	20,395	.1428	.1749
STOCKTON	**352.3**	**381.0**	**8.1**	**145.3**	**14.0**	**6,139,987**	**113.3**	**22,575**	**42,257**	**2,854,688**	**93.1**	**11,596**	**19,647**	**.1560**	**.1826**
San Joaquin	352.3	381.0	8.1	145.3	14.0	6,139,987	113.3	22,575	42,257	2,854,688	93.1	11,596	19,647	.1560	.1826
VALLEJO - FAIRFIELD - NAPA	**341.5**	**385.1**	**12.8**	**144.4**	**19.5**	**5,054,408**	**93.4**	**21,639**	**35,003**	**2,403,030**	**87.3**	**10,618**	**16,641**	**.1419**	**.1572**
Napa	100.8	110.9	10.0	43.9	16.8	1,093,890	61.7	17,997	24,918	644,159	68.0	10,195	14,673	.0395	.0386
Solano	240.7	274.2	13.9	100.5	20.8	3,960,518	104.4	23,286	39,408	1,758,871	95.6	10,810	17,501	.1024	.1186
VISALIA - TULARE - PORTERVILLE	**250.8**	**282.3**	**12.6**	**96.9**	**17.0**	**3,522,232**	**116.3**	**19,664**	**36,349**	**1,939,848**	**100.1**	**11,706**	**20,019**	**.0970**	**.1156**
Tulare	250.8	282.3	12.6	96.9	17.0	3,522,232	116.3	19,664	36,349	1,939,848	100.1	11,706	20,019	.0970	.1156
YUBA CITY	**103.3**	**111.1**	**7.6**	**42.5**	**14.2**	**1,356,875**	**93.4**	**18,861**	**31,926**	**694,598**	**84.9**	**10,099**	**16,343**	**.0402**	**.0437**
Sutter	53.1	58.4	10.0	22.4	16.1	708,138	77.0	20,725	31,613	370,263	76.6	10,864	16,530	.0222	.0230
Yuba	50.2	52.7	5.0	20.1	12.3	648,737	115.1	16,852	32,275	324,335	95.4	9,275	16,136	.0180	.0207
TOTAL METRO COUNTIES	**22,754.5**	**24,400.9**	**7.2**	**9,379.7**	**12.1**	**434,853,217**	**109.2**	**24,846**	**46,361**	**196,698,517**	**90.1**	**12,366**	**20,971**	**10.9364**	**12.6172**
TOTAL STATE	**23,979.8**	**25,784.0**	**7.5**	**9,910.2**	**12.4**	**452,387,203**	**109.0**	**24,558**	**45,649**	**205,759,212**	**90.2**	**12,270**	**20,762**	**11.4244**	**13.1798**
COLORADO															
COLORADO SPRINGS	**323.3**	**362.7**	**12.2**	**136.5**	**19.6**	**3,891,006**	**72.2**	**19,805**	**28,506**	**2,373,614**	**75.9**	**11,825**	**17,389**	**.1324**	**.1359**
El Paso	314.9	351.8	11.7	132.4	19.2	3,824,018	72.2	19,993	28,882	2,333,588	75.7	11,955	17,625	.1300	.1333
Teller	8.4	10.9	29.8	4.1	36.7	66,988	74.2	12,819	16,339	40,026	90.0	7,023	9,762	.0024	.0026
DENVER - BOULDER	**1,648.6**	**1,847.9**	**12.1**	**747.4**	**19.0**	**27,533,979**	**80.3**	**24,315**	**36,840**	**14,503,763**	**79.7**	**12,851**	**19,406**	**.8160**	**.8613**
Adams	250.7	285.5	13.9	107.8	23.2	4,332,761	111.6	23,405	40,193	2,446,066	101.3	13,891	22,691	.1160	.1382
Arapahoe	304.3	378.6	24.4	149.8	34.0	5,368,099	94.0	24,749	35,835	3,467,511	94.5	15,948	23,148	.1584	.1813
Boulder	193.9	223.8	15.4	87.9	23.1	2,798,327	59.5	24,370	31,835	1,568,830	70.8	12,864	17,848	.0939	.0923
Denver	488.2	468.2	-4.1	217.1	-2.1	8,606,726	71.3	23,618	39,644	3,757,150	61.4	10,943	17,306	.2535	.2459
Douglas	26.6	32.3	21.4	10.2	22.9	306,205	111.4	17,449	30,020	84,956	103.5	5,030	8,329	.0076	.0090
Gilpin	2.5	3.1	24.0	1.4	40.0	23,137	80.8	12,797	16,526	8,439	93.9	4,352	6,028	.0007	.0007
Jefferson	382.4	456.4	19.4	173.2	27.8	6,098,724	73.0	26,011	35,212	3,170,811	77.9	13,154	18,307	.1859	.1939
FORT COLLINS	**153.9**	**186.1**	**20.9**	**72.6**	**28.7**	**1,917,841**	**58.9**	**21,403**	**26,417**	**1,246,824**	**74.0**	**12,707**	**17,174**	**.0689**	**.0691**
Larimer	153.9	186.1	20.9	72.6	28.7	1,917,841	58.9	21,403	26,417	1,246,824	74.0	12,707	17,174	.0689	.0691
GREELEY	**126.0**	**143.7**	**14.0**	**53.4**	**21.1**	**1,324,101**	**54.4**	**19,452**	**24,796**	**636,907**	**63.9**	**8,810**	**11,927**	**.0469**	**.0448**
Weld	126.0	143.7	14.0	53.4	21.1	1,324,101	54.4	19,452	24,796	636,907	63.9	8,810	11,927	.0469	.0448
PUEBLO	**126.3**	**128.5**	**1.7**	**49.6**	**8.3**	**1,328,366**	**48.9**	**19,481**	**26,782**	**792,999**	**55.2**	**11,153**	**15,988**	**.0515**	**.0465**
Pueblo	126.3	128.5	1.7	49.6	8.3	1,328,366	48.9	19,481	26,782	792,999	55.2	11,153	15,988	.0515	.0465
TOTAL METRO COUNTIES	**2,378.1**	**2,668.9**	**12.2**	**1,059.5**	**19.2**	**35,995,293**	**75.7**	**23,061**	**33,974**	**19,554,107**	**77.1**	**12,422**	**18,456**	**1.1157**	**1.1576**
TOTAL STATE	**2,940.4**	**3,292.4**	**12.0**	**1,298.6**	**18.8**	**41,979,099**	**74.7**	**21,983**	**32,326**	**23,986,004**	**76.5**	**12,430**	**18,471**	**1.3415**	**1.3877**
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**807.2**	**811.0**	**.5**	**300.2**	**6.0**	**19,365,062**	**99.4**	**34,289**	**64,507**	**6,532,940**	**80.1**	**12,803**	**21,762**	**.4512**	**.4981**
Fairfield	807.2	811.0	.5	300.2	6.0	19,365,062	99.4	34,289	64,507	6,532,940	80.1	12,803	21,762	.4512	.4981
HARTFORD - NEW BRITAIN - BRISTOL	**1,051.1**	**1,053.4**	**.2**	**399.8**	**6.3**	**19,448,930**	**99.3**	**25,951**	**48,647**	**7,738,772**	**80.8**	**11,383**	**19,357**	**.4939**	**.5418**
Hartford	805.7	797.0	-1.1	306.5	4.9	15,165,830	97.3	26,292	49,481	6,120,403	78.3	11,745	19,969	.3889	.4220

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	POPULATION % Change 1980–1985	POPULATION 12/31/85 Total House-holds (Thous.)	POPULATION % Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1980–1985	EFFECTIVE BUYING INCOME Average Household EBI 1980	EFFECTIVE BUYING INCOME Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	RETAIL SALES % Change 1980–1985	RETAIL SALES Retail Sales Per Household 1980	RETAIL SALES Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
CT (cont.)															
Middlesex	129.9	136.0	4.7	52.4	11.7	2,406,847	106.7	24,826	45,932	970,152	91.2	10,820	18,514	.0592	.0678
Tolland	115.5	120.4	4.2	40.9	10.8	1,876,253	106.0	24,682	45,874	648,217	90.2	9,236	15,849	.0458	.0520
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**761.4**	**765.5**	**.5**	**292.9**	**6.6**	**13,003,681**	**98.8**	**23,811**	**44,396**	**5,345,825**	**80.2**	**10,800**	**18,251**	**.3390**	**.3704**
New Haven	761.4	765.5	.5	292.9	6.6	13,003,681	98.8	23,811	44,396	5,345,825	80.2	10,800	18,251	.3390	.3704
NEW LONDON - NORWICH	**239.0**	**243.0**	**1.7**	**89.2**	**7.6**	**4,015,627**	**104.9**	**23,641**	**45,018**	**1,666,973**	**87.5**	**10,724**	**18,688**	**.1026**	**.1152**
New London	239.0	243.0	1.7	89.2	7.6	4,015,627	104.9	23,641	45,018	1,666,973	87.5	10,724	18,688	.1026	.1152
TOTAL METRO COUNTIES	**2,858.7**	**2,872.9**	**.5**	**1,082.1**	**6.4**	**55,833,300**	**99.6**	**27,507**	**51,597**	**21,284,510**	**80.9**	**11,567**	**19,670**	**1.3867**	**1.5255**
TOTAL STATE	**3,109.0**	**3,133.8**	**.8**	**1,180.2**	**6.7**	**60,176,877**	**100.0**	**27,197**	**50,989**	**22,894,561**	**81.5**	**11,401**	**19,399**	**1.4932**	**1.6463**
DELAWARE															
WILMINGTON	**526.3**	**536.3**	**1.9**	**199.0**	**8.2**	**6,803,191**	**51.8**	**24,352**	**34,187**	**3,499,007**	**55.0**	**12,270**	**17,583**	**.2396**	**.2181**
New Castle	400.3	405.0	1.2	152.4	7.6	5,456,972	51.4	25,458	35,807	2,777,086	53.1	12,809	18,222	.1907	.1722
Cecil, Md.	*61.0*	*64.2*	*5.2*	*22.1*	*11.6*	*676,935*	*72.9*	*19,771*	*30,631*	*439,781*	*71.4*	*12,960*	*19,900*	*.0241*	*.0244*
Salem, N. J.	*65.0*	*67.1*	*3.2*	*24.5*	*8.4*	*669,284*	*38.1*	*21,437*	*27,318*	*282,140*	*50.7*	*8,285*	*11,516*	*.0248*	*.0215*
TOTAL METRO COUNTIES	**400.3**	**405.0**	**1.2**	**152.4**	**7.6**	**5,456,972**	**51.4**	**25,458**	**35,807**	**2,777,086**	**53.1**	**12,809**	**18,222**	**.1907**	**.1722**
TOTAL STATE	**599.4**	**621.4**	**3.7**	**232.9**	**10.1**	**7,264,598**	**49.9**	**22,918**	**31,192**	**4,189,088**	**54.6**	**12,809**	**17,987**	**.2702**	**.2451**
DISTRICT OF COLUMBIA															
WASHINGTON	**3,071.3**	**3,141.1**	**2.3**	**1,217.5**	**7.8**	**56,410,834**	**68.5**	**29,648**	**46,333**	**25,389,544**	**64.0**	**13,707**	**20,854**	**1.6725**	**1.6325**
District of Columbia	628.5	567.8	-9.7	238.8	-5.1	11,917,091	83.3	25,824	49,904	3,955,025	64.1	9,575	16,562	.3089	.3111
Charles, Md.	*74.8*	*88.5*	*18.3*	*27.8*	*25.2*	*1,099,200*	*90.1*	*26,042*	*39,540*	*496,161*	*89.9*	*11,769*	*17,848*	*.0307*	*.0340*
Montgomery, Md.	*583.1*	*610.4*	*4.7*	*236.8*	*11.9*	*11,277,509*	*65.5*	*32,189*	*47,625*	*5,522,907*	*65.8*	*15,730*	*23,323*	*.3423*	*.3331*
Prince George's, Md.	*664.7*	*661.6*	*-.5*	*239.9*	*5.5*	*9,304,498*	*54.9*	*26,434*	*38,785*	*5,294,495*	*55.4*	*14,994*	*22,070*	*.3297*	*.3015*
Alexandria, Va.	*102.3*	*96.3*	*-5.9*	*49.9*	*1.0*	*1,749,217*	*29.6*	*27,332*	*35,054*	*1,100,506*	*40.6*	*15,850*	*22,054*	*.0706*	*.0564*
Arlington, Va.	*150.8*	*138.0*	*-8.5*	*69.6*	*-2.9*	*3,189,612*	*47.7*	*30,112*	*45,828*	*1,277,278*	*49.2*	*11,937*	*18,352*	*.0993*	*.0862*
Fairfax, Va.	*608.4*	*679.9*	*11.8*	*255.7*	*20.2*	*13,705,671*	*80.3*	*35,732*	*53,601*	*5,012,511*	*77.6*	*13,270*	*19,603*	*.3503*	*.3684*
Fairfax city, Va.	*19.1*	*17.1*	*-10.5*	*6.7*	*-2.9*	*367,874*	*47.4*	*36,172*	*54,907*	*536,695*	*47.3*	*52,798*	*80,104*	*.0198*	*.0172*
Falls Church, Va.	*9.4*	*9.0*	*-4.3*	*4.5*	*4.7*	*227,173*	*76.5*	*29,934*	*50,483*	*320,417*	*71.2*	*43,538*	*71,204*	*.0102*	*.0103*
Loudoun, Va.	*59.0*	*69.8*	*18.3*	*24.3*	*25.3*	*1,091,268*	*105.9*	*27,315*	*44,908*	*432,576*	*99.3*	*11,190*	*17,801*	*.0264*	*.0312*
Manassas, Va.	*15.9*	*16.8*	*18.2*	*6.8*	*28.3*	*331,208*	*90.9*	*32,743*	*48,707*	*220,221*	*88.6*	*22,032*	*32,385*	*.0099*	*.0109*
Manassas Park, Va.	*6.5*	*6.6*	*1.5*	*2.2*	*15.8*	*77,032*	*47.6*	*27,467*	*35,015*	*33,079*	*61.0*	*10,815*	*15,036*	*.0027*	*.0025*
Prince William, Va.	*148.8*	*177.3*	*19.2*	*54.5*	*21.4*	*2,073,481*	*54.7*	*29,849*	*38,046*	*1,187,673*	*68.7*	*15,676*	*21,792*	*.0717*	*.0697*
TOTAL METRO COUNTIES	**628.5**	**567.8**	**-9.7**	**238.8**	**-5.1**	**11,917,091**	**83.3**	**25,824**	**49,904**	**3,955,025**	**64.1**	**9,575**	**16,562**	**.3089**	**.3111**
TOTAL STATE	**628.5**	**567.8**	**-9.7**	**238.8**	**-5.1**	**11,917,091**	**83.3**	**25,824**	**49,904**	**3,955,025**	**64.1**	**9,575**	**16,562**	**.3089**	**.3111**
FLORIDA															
BRADENTON	**152.3**	**176.3**	**15.8**	**76.3**	**19.4**	**1,556,054**	**44.8**	**16,817**	**20,394**	**1,146,502**	**60.5**	**11,179**	**15,026**	**.0651**	**.0605**
Manatee	152.3	176.3	15.8	76.3	19.4	1,556,054	44.8	16,817	20,394	1,146,502	60.5	11,179	15,026	.0651	.0605
DAYTONA BEACH	**265.4**	**308.9**	**16.4**	**134.1**	**22.6**	**2,455,548**	**45.7**	**15,407**	**18,311**	**2,060,768**	**62.4**	**11,600**	**15,367**	**.1091**	**.1030**
Volusia	265.4	308.9	16.4	134.1	22.6	2,455,548	45.7	15,407	18,311	2,060,768	62.4	11,600	15,367	.1091	.1030
FORT LAUDERDALE - HOLLYWOOD	**1,042.8**	**1,222.5**	**17.2**	**535.2**	**24.0**	**16,482,653**	**73.9**	**21,959**	**30,797**	**10,932,907**	**78.1**	**14,217**	**20,428**	**.5431**	**.5668**
Broward	1,042.8	1,222.5	17.2	535.2	24.0	16,482,653	73.9	21,959	30,797	10,932,907	78.1	14,217	20,428	.5431	.5668
FORT MYERS - CAPE CORAL	**212.7**	**262.9**	**23.6**	**112.9**	**30.7**	**2,348,151**	**51.1**	**17,981**	**20,799**	**1,971,360**	**70.7**	**13,367**	**17,461**	**.0973**	**.0957**
Lee	212.7	262.9	23.6	112.9	30.7	2,348,151	51.1	17,981	20,799	1,971,360	70.7	13,367	17,461	.0973	.0957
FORT WALTON BEACH	**111.6**	**122.3**	**9.6**	**45.5**	**17.6**	**1,338,254**	**80.9**	**19,120**	**29,412**	**837,431**	**81.9**	**11,896**	**18,405**	**.0444**	**.0471**
Okaloosa	111.6	122.3	9.6	45.5	17.6	1,338,254	80.9	19,120	29,412	837,431	81.9	11,896	18,405	.0444	.0471
GAINESVILLE	**155.0**	**179.7**	**15.9**	**70.8**	**24.6**	**1,465,592**	**41.9**	**18,183**	**20,700**	**1,121,231**	**60.6**	**12,289**	**15,837**	**.0638**	**.0590**
Alachua	155.0	179.7	15.9	70.8	24.6	1,465,592	41.9	18,183	20,700	1,121,231	60.6	12,289	15,837	.0638	.0590
JACKSONVILLE	**746.9**	**806.1**	**7.9**	**308.5**	**14.1**	**7,414,243**	**46.0**	**18,792**	**24,033**	**5,206,183**	**55.5**	**12,389**	**16,876**	**.3095**	**.2815**
Baker	15.7	18.9	20.4	5.7	29.5	112,915	49.9	17,117	19,810	77,402	71.0	10,285	13,579	.0049	.0048
Clay	69.8	88.3	26.5	30.0	32.2	690,430	82.4	16,677	23,014	653,561	92.0	14,994	21,785	.0271	.0304
Duval	574.7	595.0	3.5	233.8	10.1	5,672,433	37.3	19,458	24,262	3,875,054	46.3	12,467	16,574	.2465	.2116
Nassau	33.8	40.2	18.9	14.3	25.4	389,554	108.0	16,431	27,242	200,756	101.9	8,721	14,039	.0113	.0133
St. Johns	52.9	63.7	20.4	24.7	27.3	548,911	79.7	15,741	22,223	399,410	85.3	11,112	16,170	.0197	.0214
LAKELAND - WINTER HAVEN	**328.0**	**372.6**	**13.6**	**142.6**	**20.8**	**3,711,175**	**66.4**	**18,896**	**26,025**	**2,521,435**	**69.9**	**12,580**	**17,682**	**.1363**	**.1368**
Polk	328.0	372.6	13.6	142.6	20.8	3,711,175	66.4	18,896	26,025	2,521,435	69.9	12,580	17,682	.1363	.1368
MELBOURNE - TITUSVILLE - COCOA	**276.1**	**296.4**	**7.4**	**121.7**	**16.0**	**4,069,245**	**107.7**	**18,678**	**33,437**	**2,291,595**	**92.8**	**11,328**	**18,830**	**.1150**	**.1321**
Brevard	276.1	296.4	7.4	121.7	16.0	4,069,245	107.7	18,678	33,437	2,291,595	92.8	11,328	18,830	.1150	.1321
MIAMI	**1,719.2**	**1,892.9**	**10.1**	**711.6**	**11.7**	**17,787,826**	**28.9**	**21,662**	**24,997**	**11,763,424**	**44.0**	**12,827**	**16,531**	**.7844**	**.6587**
Dade	1,719.2	1,892.9	10.1	711.6	11.7	17,787,826	28.9	21,662	24,997	11,763,424	44.0	12,827	16,531	.7844	.6587
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,762.0*	*3,115.4*	*12.8*	*1,246.8*	*16.7*	*34,270,479*	*47.2*	*21,782*	*27,487*	*22,696,331*	*58.7*	*13,389*	*18,204*	*1.3275*	*1.2255*
OCALA	**126.5**	**152.8**	**20.8**	**61.0**	**28.4**	**1,164,488**	**54.5**	**15,867**	**19,090**	**886,897**	**71.0**	**10,921**	**14,539**	**.0480**	**.0478**
Marion	126.5	152.8	20.8	61.0	28.4	1,164,488	54.5	15,867	19,090	886,897	71.0	10,921	14,539	.0480	.0478
ORLANDO	**719.4**	**843.7**	**17.3**	**326.1**	**24.2**	**8,508,741**	**59.9**	**20,261**	**26,092**	**5,879,159**	**70.2**	**13,154**	**18,029**	**.3170**	**.3148**
Orange	481.2	545.6	13.4	213.1	20.7	5,758,158	50.8	21,616	27,021	3,839,349	60.6	13,534	18,017	.2215	.2083
Osceola	51.1	63.1	23.5	24.4	25.8	417,834	56.1	13,793	17,124	359,384	72.4	10,748	14,729	.0184	.0186
Seminole	187.1	235.0	25.6	88.6	33.0	2,332,749	88.8	18,550	26,329	1,680,426	96.4	12,847	18,966	.0771	.0879
PANAMA CITY	**99.3**	**110.6**	**11.4**	**42.5**	**18.7**	**974,711**	**63.1**	**16,690**	**22,934**	**843,099**	**72.1**	**13,687**	**19,838**	**.0403**	**.0403**
Bay	99.3	110.6	11.4	42.5	18.7	974,711	63.1	16,690	22,934	843,099	72.1	13,687	19,838	.0403	.0403

as no.1 in florida with per capita and household EBI.

Palm Beach County has led the state in its ranking of average household spendable income and per person effective buying income for the past two years.* With a current household move-in rate of 45 new families every day and an average household income of $24,261 (exceeding by far the state average of $19,174)*, there is no doubt that Palm Beach County is riding the crest of market growth success again in 1981.

Keeping pace with this growth are Palm Beach County's only a.m. and p.m. newspaper buy

The Post & The Evening Times

published by Palm Beach Newspapers, Inc.

*Sources: S&MM Survey of Buying Power 1980 and 1981

represented nationally by Sawyer-Ferguson-Walker

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
FL (cont.)															
PENSACOLA	293.3	316.1	7.8	117.2	14.7	2,294,528	27.9	17,555	19,578	1,718,822	46.8	11,456	14,666	.1114	.0945
Escambia	235.9	249.0	5.6	93.2	12.4	1,811,347	25.0	17,486	19,435	1,483,624	44.7	12,371	15,919	.0924	.0770
Santa Rosa	57.4	67.1	16.9	24.0	24.4	483,181	40.2	17,851	20,133	235,198	62.0	7,523	9,800	.0190	.0175
SARASOTA	208.3	247.9	19.0	114.2	24.1	2,600,015	65.3	17,093	22,767	2,163,212	76.8	13,299	18,942	.0996	.1022
Sarasota	208.3	247.9	19.0	114.2	24.1	2,600,015	65.3	17,093	22,767	2,163,212	76.8	13,299	18,942	.0996	.1022
TALLAHASSEE	163.5	190.2	16.3	74.9	24.6	1,966,675	61.0	20,323	26,257	1,238,831	71.7	12,005	16,540	.0704	.0701
Leon	152.2	176.4	15.9	69.9	24.4	1,855,618	58.5	20,831	26,547	1,209,464	71.0	12,596	17,303	.0675	.0667
Wakulla	11.3	13.8	22.1	5.0	28.2	111,057	119.0	13,004	22,211	29,367	107.0	3,637	5,873	.0029	.0034
TAMPA - ST. PETERSBURG	1,605.0	1,835.9	14.4	785.5	19.3	17,086,778	48.5	17,486	21,753	11,857,572	59.5	11,294	15,096	.6886	.6446
Hillsborough	659.1	736.5	11.7	289.0	18.1	6,514,745	37.8	19,308	22,542	5,121,712	53.1	13,665	17,722	.2919	.2599
Pasco	202.7	259.0	27.8	112.2	31.1	1,593,848	58.2	11,772	14,205	1,007,231	75.2	6,715	8,977	.0634	.0656
Pinellas	743.2	840.4	13.1	384.3	17.2	8,978,185	55.5	17,617	23,362	5,728,629	63.1	10,718	14,903	.3333	.3191
WEST PALM BEACH - BOCA RATON	589.6	699.7	18.7	305.9	26.1	10,614,962	80.3	24,261	34,701	5,598,582	81.1	12,741	18,302	.3098	.3312
Palm Beach	589.6	699.7	18.7	305.9	26.1	10,614,962	80.3	24,261	34,701	5,598,582	81.1	12,741	18,302	.3098	.3312

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	POPULATION % Change 1980–1985	POPULATION 12/31/85 Total House-holds (Thous.)	POPULATION % Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1980–1985	EFFECTIVE BUYING INCOME Average Household EBI 1980	EFFECTIVE BUYING INCOME Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	RETAIL SALES % Change 1980–1985	RETAIL SALES Retail Sales Per Household 1980	RETAIL SALES Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
FL (cont.)															
TOTAL METRO COUNTIES	8,814.9	10,037.5	13.9	4,086.5	19.6	103,839,639	54.3	19,686	25,410	70,039,010	63.9	12,501	17,139	3.9531	3.7867
TOTAL STATE	10,026.0	11,460.4	14.3	4,659.3	20.2	115,910,129	55.9	19,174	24,877	78,368,115	65.4	12,221	16,820	4.3988	4.2514
GEORGIA															
ALBANY	114.1	123.1	7.9	43.2	14.6	1,158,018	44.8	21,214	26,806	716,573	53.4	12,392	16,587	.0465	.0420
Dougherty	102.0	108.4	6.3	38.3	13.0	1,048,538	39.2	22,213	27,377	704,443	52.6	13,619	18,393	.0440	.0388
Lee	12.1	14.7	21.5	4.9	28.9	109,480	134.1	12,308	22,343	12,130	120.8	1,446	2,476	.0025	.0032
ATHENS	131.8	143.8	9.1	53.9	15.4	1,296,053	64.5	16,873	24,046	871,393	67.5	11,141	16,167	.0493	.0485
Clarke	75.2	79.8	6.1	30.9	13.6	808,681	55.6	19,111	26,171	689,975	64.3	15,436	22,329	.0340	.0322
Jackson	25.7	28.0	8.9	10.0	13.6	232,695	83.5	14,412	23,270	141,448	81.0	8,881	14,145	.0081	.0086
Madison	18.1	20.3	12.2	7.4	17.5	172,346	94.7	14,047	23,290	23,475	84.3	2,021	3,172	.0044	.0048
Oconee	12.8	15.7	22.7	5.6	27.3	82,331	55.8	12,010	14,702	16,495	73.1	2,166	2,946	.0028	.0029
ATLANTA	2,064.2	2,295.9	11.2	871.3	17.6	28,231,842	62.9	23,384	32,402	16,213,654	68.5	12,988	18,609	.9573	.9418
Butts	13.9	15.5	11.5	4.8	17.1	96,005	59.2	14,704	20,001	54,403	68.0	7,899	11,334	.0039	.0039
Cherokee	53.4	64.4	20.6	21.7	24.0	429,182	58.1	15,517	19,778	200,770	72.4	6,656	9,252	.0157	.0160
Clayton	154.5	182.6	18.2	66.0	25.7	2,516,159	99.8	23,986	38,124	1,654,382	98.3	15,889	25,066	.0741	.0859
Cobb	305.6	359.0	17.5	140.1	26.0	4,124,808	72.7	21,480	29,442	3,152,443	82.4	15,547	22,501	.1462	.1539
De Kalb	488.1	523.1	7.2	203.5	14.7	7,266,979	52.0	26,942	35,710	4,130,117	59.6	14,591	20,295	.2550	.2360
Douglas	56.7	70.9	25.0	23.0	29.9	522,034	61.0	18,318	22,697	301,576	77.9	9,578	13,112	.0192	.0198
Fayette	30.5	40.2	31.8	13.7	39.8	304,532	78.2	17,442	22,229	95,787	88.1	5,196	6,992	.0090	.0100
Forsyth	28.8	34.3	19.1	12.3	25.5	219,972	55.8	14,411	17,884	107,184	66.4	6,572	8,714	.0085	.0083
Fulton	588.9	580.4	–1.4	238.4	4.7	8,608,054	49.6	25,271	36,108	4,559,063	50.3	13,321	19,124	.3044	.2701
Gwinnett	174.6	226.3	29.6	79.7	36.7	2,434,503	99.3	20,947	30,546	1,142,626	102.6	9,672	14,337	.0665	.0788
Henry	37.3	44.3	18.8	15.3	26.4	404,438	69.2	19,753	26,434	146,614	77.7	6,820	9,583	.0124	.0129
Newton	35.1	39.2	11.7	13.3	17.7	284,883	53.5	16,419	21,420	180,124	65.7	9,619	13,543	.0116	.0112
Paulding	26.7	31.4	17.6	11.3	24.2	205,355	58.3	14,259	18,173	77,715	72.6	4,947	6,877	.0073	.0073
Rockdale	38.2	48.1	25.9	16.0	32.2	557,871	135.3	19,591	34,867	285,188	120.8	10,673	17,824	.0139	.0183
Walton	31.9	36.2	13.5	12.2	18.4	257,067	57.5	15,851	21,071	125,662	67.4	7,286	10,300	.0096	.0094
AUGUSTA	332.0	360.4	8.6	128.7	15.2	3,135,309	41.7	19,812	24,361	1,958,145	52.3	11,511	15,215	.1299	.1161
Columbia	41.6	51.6	24.0	17.8	31.9	339,885	47.2	17,101	19,095	165,740	70.9	7,185	9,311	.0130	.0128
Richmond	183.6	193.6	5.4	68.2	12.0	1,649,847	38.1	19,618	24,191	1,249,046	48.2	13,843	18,314	.0752	.0654
Aiken, S. C.	*108.8*	*115.2*	*7.9*	*42.7*	*14.5*	*1,145,577*	*45.5*	*21,111*	*26,829*	*543,359*	*57.2*	*9,269*	*12,725*	*.0417*	*.0379*
COLUMBUS	239.2	238.7	–.2	83.7	5.7	1,949,650	33.9	18,385	23,293	1,350,550	47.7	11,542	16,136	.0894	.0759
Chattahoochee	21.9	20.4	–6.8	2.9	–6.5	159,238	19.2	43,079	54,910	8,261	25.9	2,117	2,849	.0058	.0043
Muscogee	169.8	169.6	–.1	62.9	5.5	1,496,369	38.4	18,139	23,790	1,185,330	49.0	13,345	18,845	.0694	.0599
Russell, Ala.	*47.5*	*48.7*	*2.5*	*17.9*	*8.5*	*294,043*	*21.8*	*14,630*	*16,427*	*158,959*	*39.9*	*6,798*	*8,769*	*.0142*	*.0117*
MACON	256.9	272.8	6.2	99.4	12.6	2,263,189	42.1	18,059	22,769	1,682,927	54.1	12,369	16,931	.1003	.0899
Bibb	151.8	156.7	3.2	58.6	9.1	1,290,296	36.8	17,570	22,019	1,149,548	50.2	14,252	19,617	.0630	.0548
Houston	78.7	86.6	10.0	30.7	17.2	789,844	49.3	20,186	25,728	485,928	62.9	11,387	15,828	.0307	.0288
Jones	17.0	19.4	14.1	6.7	21.8	124,880	55.3	14,694	18,639	31,087	69.3	3,338	4,640	.0043	.0043
Twiggs	9.4	10.1	7.4	3.4	17.2	58,169	45.3	13,806	17,109	16,364	60.5	3,516	4,813	.0023	.0020
SAVANNAH	232.9	247.2	6.1	91.8	12.1	2,222,119	46.1	18,566	24,206	1,573,656	55.5	12,357	17,142	.0937	.0852
Bryan	10.5	12.6	20.0	4.1	24.2	69,743	58.4	13,345	17,010	37,605	72.7	6,598	9,172	.0028	.0028
Chatham	203.7	213.0	4.6	80.3	10.6	2,005,206	45.0	19,049	24,971	1,483,050	54.6	13,214	18,469	.0858	.0772
Effingham	18.7	21.6	15.5	7.4	23.3	147,170	57.2	15,602	19,888	53,001	71.5	5,152	7,162	.0051	.0052
TOTAL METRO COUNTIES	3,323.9	3,634.3	9.3	1,352.8	15.7	39,794,683	57.3	21,622	29,395	24,160,216	63.7	12,614	17,846	1.4464	1.3842
TOTAL STATE	5,536.4	6,010.7	8.6	2,201.5	14.8	58,233,364	57.7	19,250	26,452	36,169,379	63.9	11,510	16,429	2.1878	2.0979
HAWAII															
HONOLULU	772.1	838.9	8.7	271.8	15.4	9,460,230	47.0	27,311	34,806	5,537,607	55.2	15,142	20,374	.3557	.3232
Honolulu	772.1	838.9	8.7	271.8	15.4	9,460,230	47.0	27,311	34,806	5,537,607	55.2	15,142	20,374	.3557	.3232
TOTAL METRO COUNTIES	772.1	838.9	8.7	271.8	15.4	9,460,230	47.0	27,311	34,806	5,537,607	55.2	15,142	20,374	.3557	.3232
TOTAL STATE	979.1	1,081.3	10.4	353.6	17.2	11,696,536	49.0	26,031	33,078	7,146,823	58.2	14,981	20,212	.4425	.4088
IDAHO															
BOISE	178.1	213.8	20.0	83.6	27.2	2,087,338	60.4	19,809	24,968	1,625,552	72.9	14,310	19,444	.0806	.0812
Ada	178.1	213.8	20.0	83.6	27.2	2,087,338	60.4	19,809	24,968	1,625,552	72.9	14,310	19,444	.0806	.0812
TOTAL METRO COUNTIES	178.1	213.8	20.0	83.6	27.2	2,087,338	60.4	19,809	24,968	1,625,552	72.9	14,310	19,444	.0806	.0812
TOTAL STATE	963.9	1,102.1	14.3	401.0	20.1	10,261,856	60.0	19,206	25,591	6,691,992	68.7	11,879	16,688	.3844	.3791
ILLINOIS															
BLOOMINGTON - NORMAL	120.4	129.0	7.1	48.5	13.8	1,580,400	51.5	24,489	32,586	899,862	60.7	13,148	18,554	.0567	.0527
McLean	120.4	129.0	7.1	48.5	13.8	1,580,400	51.5	24,489	32,586	899,862	60.7	13,148	18,554	.0567	.0527
CHAMPAIGN - URBANA - RANTOUL	168.8	171.9	1.8	64.7	8.9	2,353,745	65.8	23,893	36,379	1,252,576	65.5	12,738	19,360	.0774	.0750
Champaign	168.8	171.9	1.8	64.7	8.9	2,353,745	65.8	23,893	36,379	1,252,576	65.5	12,738	19,360	.0774	.0750
CHICAGO	7,118.1	7,209.2	1.3	2,677.9	6.5	108,169,891	59.7	26,936	40,394	48,630,785	58.1	12,239	18,160	3.4454	3.2276
Cook	5,236.6	5,115.3	–2.3	1,938.4	2.6	74,527,740	53.7	25,667	38,448	33,170,881	51.5	11,594	17,113	2.4745	2.2299
Du Page	672.2	765.3	13.9	281.1	22.1	14,050,779	75.5	34,785	49,985	3,688,042	75.9	16,518	23,792	.3977	.4119
Kane	281.2	299.3	6.4	107.0	12.0	4,260,768	64.9	27,051	39,820	2,453,555	67.3	15,354	22,930	.1413	.1384
Lake	446.2	482.6	8.2	164.5	14.9	8,815,294	85.9	33,113	53,588	3,500,879	77.6	13,763	21,282	.2311	.2458

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
IL (cont.)															
McHenry	150.9	172.9	14.6	60.9	20.6	2,352,115	79.9	25,896	38,623	1,179,652	80.9	12,913	19,370	.0696	.0737
Will	331.0	373.8	12.9	126.0	18.9	4,163,195	59.9	24,561	33,041	1,637,776	67.0	9,253	12,998	.1312	.1279
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	*7,885.5*	*7,987.5*	*1.3*	*2,957.5*	*6.6*	*117,098,527*	*57.7*	*26,765*	*39,594*	*52,804,56*	*56.5*	*12,164*	*17,854*	*3.7859*	*3.5123*
DAVENPORT - ROCK ISLAND - MOLINE	**386.1**	**400.8**	**3.8**	**153.6**	**9.4**	**4,893,071**	**41.7**	**24,590**	**31,856**	**2,763,653**	**52.2**	**12,930**	**17,993**	**.1852**	**.1627**
Henry	58.4	61.5	5.3	22.8	9.6	670,576	37.9	23,382	29,411	321,672	49.7	10,333	14,108	.0252	.0218
Rock Island	166.0	166.6	.4	65.4	6.0	2,075,494	35.1	24,897	31,735	1,125,253	45.8	12,512	17,206	.0807	.0678
Scott, Iowa	*161.7*	*172.7*	*6.8*	*65.4*	*13.0*	*2,147,001*	*50.1*	*24,697*	*32,829*	*1,316,728*	*58.9*	*14,309*	*20,133*	*.0793*	*.0731*
DECATUR	**131.9**	**135.2**	**2.5**	**52.8**	**8.0**	**1,773,691**	**54.9**	**23,422**	**33,593**	**977,230**	**58.5**	**12,605**	**18,508**	**.0623**	**.0575**
Macon	131.9	135.2	2.5	52.8	8.0	1,773,691	54.9	23,422	33,593	977,230	58.5	12,605	18,508	.0623	.0575
KANKAKEE	**103.7**	**108.0**	**4.1**	**39.2**	**10.1**	**1,252,182**	**52.0**	**23,136**	**31,943**	**639,136**	**55.1**	**11,576**	**16,304**	**.0446**	**.0407**
Kankakee	103.7	108.0	4.1	39.2	10.1	1,252,182	52.0	23,136	31,943	639,136	55.1	11,576	16,304	.0446	.0407
PEORIA	**368.1**	**383.3**	**4.1**	**145.7**	**9.7**	**4,708,292**	**45.7**	**24,340**	**32,315**	**2,723,445**	**53.9**	**13,327**	**18,692**	**.1763**	**.1575**
Peoria	201.1	205.1	2.0	79.7	7.4	2,438,620	38.8	23,670	30,597	1,592,462	49.2	14,380	19,981	.0991	.0855
Tazewell	133.2	141.0	5.9	53.0	12.1	1,846,204	55.5	25,099	34,834	937,934	61.5	12,279	17,697	.0624	.0586
Woodford	33.8	37.2	10.1	13.0	15.0	423,468	46.6	25,557	32,574	193,049	58.2	10,802	14,850	.0148	.0134
ROCKFORD	**280.1**	**284.0**	**1.4**	**107.5**	**7.1**	**4,192,332**	**67.0**	**25,002**	**38,998**	**1,883,573**	**63.4**	**11,485**	**17,522**	**.1295**	**.1255**
Boone	28.9	30.3	4.8	10.9	10.1	681,087	129.7	29,948	62,485	184,975	103.6	9,178	16,970	.0136	.0168
Winnebago	251.2	253.7	1.0	96.6	6.7	3,511,245	58.6	24,461	36,348	1,698,598	58.9	11,737	17,584	.1159	.1087
SPRINGFIELD	**189.3**	**199.3**	**5.3**	**81.9**	**11.3**	**2,823,653**	**77.7**	**21,592**	**34,477**	**1,642,429**	**74.4**	**12,794**	**20,054**	**.0898**	**.0921**
Menard	11.9	13.2	10.9	4.9	14.0	152,693	80.6	19,668	31,162	56,466	79.0	7,318	11,524	.0044	.0046
Sangamon	177.4	186.1	4.9	77.0	11.1	2,670,960	77.5	21,713	34,688	1,585,963	74.2	13,134	20,597	.0854	.0875
TOTAL METRO COUNTIES	**9,269.4**	**9,404.7**	**1.5**	**3,513.1**	**6.8**	**136,193,735**	**59.0**	**26,050**	**38,767**	**63,534,233**	**58.3**	**12,205**	**18,085**	**4.4195**	**4.1334**
TOTAL STATE	**11,452.7**	**11,665.3**	**1.9**	**4,384.7**	**7.2**	**161,766,845**	**58.6**	**24,923**	**36,893**	**76,186,751**	**58.5**	**11,746**	**17,376**	**5.3059**	**4.9638**
INDIANA															
ANDERSON	**139.3**	**139.0**	**–.2**	**53.2**	**5.3**	**1,529,698**	**34.3**	**22,562**	**28,754**	**776,033**	**43.1**	**10,735**	**14,587**	**.0604**	**.0503**
Madison	139.3	139.0	–.2	53.2	5.3	1,529,698	34.3	22,562	28,754	776,033	43.1	10,735	14,587	.0604	.0503
BLOOMINGTON	**99.2**	**105.7**	**6.6**	**39.7**	**14.7**	**971,703**	**46.2**	**19,204**	**24,476**	**531,495**	**54.4**	**9,950**	**13,388**	**.0377**	**.0341**
Monroe	99.2	105.7	6.6	39.7	14.7	971,703	46.2	19,204	24,476	531,495	54.4	9,950	13,388	.0377	.0341
ELKHART	**138.2**	**144.1**	**4.3**	**53.8**	**10.0**	**1,492,115**	**34.0**	**22,771**	**27,734**	**939,148**	**45.9**	**13,159**	**17,456**	**.0628**	**.0532**
Elkhart	138.2	144.1	4.3	53.8	10.0	1,492,115	34.0	22,771	27,734	939,1	45.9	13,159	17,456	.0628	.0532
EVANSVILLE	**311.7**	**327.3**	**5.0**	**128.0**	**10.5**	**3,310,688**	**46.6**	**19,502**	**25,865**	**1,967,**	**51.6**	**11,210**	**15,372**	**.1299**	**.1166**
Gibson	33.4	34.9	4.5	13.5	8.9	332,888	42.9	18,784	24,658	166,108	52.1	8,809	12,304	.0128	.0114
Posey	26.8	29.7	10.8	10.9	17.2	253,248	44.0	18,909	23,234	94,491	54.6	6,573	8,669	.0090	.0081
Vanderburgh	167.6	168.1	.3	69.3	6.8	1,740,875	42.0	18,897	25,121	1,226,413	47.1	12,846	17,697	.0744	.0645
Warrick	42.6	50.1	17.6	17.2	21.1	520,072	68.0	21,797	30,237	178,797	73.2	7,268	10,395	.0154	.0158
Henderson, Ky.	*41.3*	*44.5*	*7.7*	*17.1*	*14.0*	*463,605*	*47.8*	*20,913*	*27,111*	*301,852*	*58.2*	*12,719*	*17,652*	*.0183*	*.0168*
FORT WAYNE	**384.8**	**397.1**	**3.2**	**149.1**	**9.2**	**4,337,547**	**40.2**	**22,669**	**29,092**	**2,360,815**	**47.8**	**11,701**	**15,834**	**.1686**	**.1458**
Adams	29.9	31.4	5.0	10.7	9.2	261,018	25.9	21,163	24,394	147,207	40.4	10,699	13,758	.0115	.0095
Allen	295.6	304.1	2.9	115.8	9.1	3,410,800	39.1	23,106	29,454	1,929,195	47.2	12,356	16,660	.1343	.1154
De Kalb	33.8	35.2	4.1	12.7	9.5	316,910	39.5	19,579	24,954	162,066	50.0	9,314	12,761	.0126	.0109
Wells	25.5	26.4	3.5	9.9	10.0	348,819	67.5	23,138	35,234	122,347	66.9	8,147	12,358	.0102	.0100
GARY - HAMMOND - EAST CHICAGO	**643.9**	**652.0**	**1.3**	**232.1**	**7.0**	**6,485,221**	**21.4**	**24,628**	**27,941**	**3,468,639**	**33.2**	**12,003**	**14,945**	**.2847**	**.2221**
Lake	521.3	510.7	–2.0	182.6	3.5	4,822,964	15.2	23,740	26,413	2,922,962	29.5	12,796	16,007	.2313	.1735
Porter	122.6	141.3	15.3	49.5	22.2	1,662,257	44.0	28,495	33,581	545,677	57.6	8,549	11,024	.0534	.0486
INDIANAPOLIS	**1,171.4**	**1,203.2**	**2.7**	**459.9**	**8.3**	**13,418,927**	**36.4**	**23,161**	**29,178**	**7,437,227**	**42.8**	**12,265**	**16,171**	**.5354**	**.4522**
Boone	36.9	40.0	8.4	14.5	12.4	453,884	60.7	21,897	31,302	226,978	64.7	10,681	15,654	.0152	.0148
Hamilton	84.7	100.6	18.8	35.3	24.7	1,189,594	79.1	23,464	33,700	408,377	82.3	7,914	11,569	.0327	.0350
Hancock	44.6	49.3	10.5	16.9	14.2	534,351	56.4	23,090	31,618	162,028	60.0	6,844	9,587	.0165	.0157
Hendricks	70.9	79.5	12.1	27.4	18.1	791,420	41.4	24,123	28,884	286,439	53.7	8,031	10,454	.0274	.0246
Johnson	78.6	87.7	11.6	30.8	18.0	834,567	46.2	21,866	27,096	427,176	56.4	10,468	13,869	.0312	.0286
Marion	763.0	747.7	–2.0	289.8	4.1	8,542,094	26.2	23,519	28,493	5,458,810	36.3	13,913	18,208	.3778	.2995
Morgan	52.6	57.0	8.4	20.0	14.3	625,595	64.4	21,747	31,280	224,638	65.1	7,777	11,232	.0193	.0189
Shelby	40.1	41.4	3.2	13.2	8.6	447,422	68.1	19,010	29,436	242,779	67.4	10,358	15,972	.0153	.0151
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	*1,310.7*	*1,342.2*	*2.4*	*513.1*	*8.0*	*14,948,625*	*36.2*	*23,097*	*29,134*	*8,213,260*	*42.8*	*12,103*	*16,007*	*.5958*	*.5025*
KOKOMO	**103.9**	**105.5**	**1.5**	**40.5**	**7.7**	**1,297,006**	**38.3**	**24,943**	**32,025**	**662,762**	**47.0**	**11,987**	**16,366**	**.0488**	**.0417**
Howard	87.1	88.7	1.8	34.0	7.9	1,104,435	37.6	25,487	32,483	598,386	47.0	12,924	17,600	.0423	.0361
Tipton	16.8	16.8	0	6.5	6.6	192,571	42.6	22,136	29,626	64,376	47.6	7,149	9,904	.0065	.0056
LAFAYETTE - WEST LAFAYETTE	**122.2**	**127.9**	**4.7**	**46.3**	**11.8**	**1,228,130**	**38.2**	**21,463**	**26,525**	**722,583**	**48.0**	**11,796**	**15,607**	**.0504**	**.0435**
Tippecanoe	122.2	127.9	4.7	46.3	11.8	1,228,130	38.2	21,463	26,525	722,583	48.0	11,796	15,607	.0504	.0435
MUNCIE	**128.4**	**127.6**	**–.6**	**47.4**	**5.1**	**1,307,760**	**33.9**	**21,648**	**27,590**	**745,082**	**43.4**	**11,517**	**15,719**	**.0542**	**.0453**
Delaware	128.4	127.6	–.6	47.4	5.1	1,307,760	33.9	21,648	27,590	745,082	43.4	11,517	15,719	.0542	.0453
SOUTH BEND	**280.7**	**281.7**	**.4**	**107.4**	**6.3**	**3,076,125**	**42.0**	**21,455**	**28,642**	**1,664,191**	**47.5**	**11,169**	**15,495**	**.1193**	**.1034**
Marshall	39.5	42.0	6.3	15.5	11.5	507,893	65.5	22,083	32,767	278,333	67.0	11,993	17,957	.0171	.0168
St. Joseph	241.2	239.7	–.6	91.9	5.5	2,568,232	38.1	21,352	27,946	1,385,858	44.2	11,037	15,080	.1022	.0866
TERRE HAUTE	**176.8**	**178.1**	**.7**	**68.3**	**5.2**	**1,618,962**	**34.4**	**18,561**	**23,704**	**1,201,235**	**41.9**	**13,048**	**17,588**	**.0748**	**.0628**
Clay	25.0	25.8	3.2	9.9	6.5	283,095	50.8	20,187	28,595	149,133	55.2	10,332	15,064	.0103	.0094
Sullivan	21.2	21.8	2.8	8.5	6.3	227,492	43.2	19,864	26,764	81,461	50.6	6,761	9,584	.0078	.0069

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
IN (cont.)															
Vermillion	18.3	19.3	5.5	7.7	10.0	210,302	75.0	17,167	27,312	84,268	70.4	7,064	10,944	.0065	.0066
Vigo	112.3	111.2	–1.0	42.2	3.9	898,073	21.7	18,172	21,281	886,373	37.0	15,940	21,004	.0502	.0399
TOTAL METRO COUNTIES	3,845.3	3,943.9	2.6	1,482.2	8.3	41,447,066	35.8	22,317	27,963	23,231,588	43.8	11,806	15,674	1.6796	1.4198
TOTAL STATE	5,512.9	5,679.3	3.0	2,123.1	8.6	57,534,416	37.7	21,374	27,099	31,330,969	45.4	11,020	14,757	2.3031	1.9702
IOWA															
CEDAR RAPIDS	170.4	174.5	2.4	68.4	8.9	2,172,758	47.9	23,397	31,765	1,287,569	55.1	13,223	18,824	.0812	.0730
Linn	170.4	174.5	2.4	68.4	8.9	2,172,758	47.9	23,397	31,765	1,287,569	55.1	13,223	18,824	.0812	.0730
DAVENPORT - ROCK ISLAND - MOLINE	386.1	400.8	3.8	153.6	9.4	4,893,071	41.7	24,590	31,856	2,763,653	52.2	12,930	17,993	.1852	.1627
Scott	161.7	172.7	6.8	65.4	13.0	2,147,001	50.1	24,697	32,829	1,316,728	58.9	14,309	20,133	.0793	.0731
Henry, Ill.	*58.4*	*61.5*	*5.3*	*22.8*	*9.6*	*670,576*	*37.9*	*23,382*	*29,411*	*321,672*	*49.7*	*10,333*	*14,108*	*.0252*	*.0218*
Rock Island, Ill.	*166.0*	*166.6*	*.4*	*65.4*	*6.0*	*2,075,494*	*35.1*	*24,897*	*31,735*	*1,125,253*	*45.8*	*12,512*	*17,206*	*.0807*	*.0678*
DES MOINES	340.4	355.9	4.6	142.3	10.7	4,221,806	38.9	23,637	29,668	2,832,050	47.8	14,904	19,902	.1731	.1493
Polk	304.9	316.1	3.7	128.3	9.8	3,846,541	37.9	23,880	29,981	2,676,677	47.0	15,590	20,863	.1601	.1371
Warren	35.5	39.8	12.1	14.0	18.6	375,265	49.7	21,237	26,805	155,373	62.3	8,114	11,098	.0130	.0122
DUBUQUE	94.1	96.5	2.6	33.6	9.8	1,199,868	55.3	25,243	35,710	754,837	60.0	15,420	22,465	.0441	.0411
Dubuque	94.1	96.5	2.6	33.6	9.8	1,199,868	55.3	25,243	35,710	754,837	60.0	15,420	22,465	.0441	.0411
IOWA CITY	82.5	87.9	6.5	35.2	13.9	882,471	45.0	19,698	25,070	621,957	58.2	12,721	17,669	.0363	.0330
Johnson	82.5	87.9	6.5	35.2	13.9	882,471	45.0	19,698	25,070	621,957	58.2	12,721	17,669	.0363	.0330
SIOUX CITY	117.8	119.3	1.3	45.9	7.0	1,321,615	42.1	21,675	28,793	812,593	50.0	12,629	17,704	.0528	.0460
Woodbury	100.9	100.5	–.4	38.9	5.1	1,070,794	34.0	21,595	27,527	682,906	44.6	12,766	17,555	.0455	.0381
Dakota, Neb.	*16.9*	*18.8*	*11.2*	*7.0*	*18.6*	*250,821*	*91.7*	*22,179*	*35,832*	*129,687*	*86.8*	*11,769*	*18,527*	*.0073*	*.0079*
WATERLOO - CEDAR FALLS	138.6	142.7	3.0	53.6	9.4	1,765,700	48.6	24,252	32,942	1,152,310	55.8	15,097	21,498	.0679	.0614
Black Hawk	138.6	142.7	3.0	53.6	9.4	1,765,700	48.6	24,252	32,942	1,152,310	55.8	15,097	21,498	.0679	.0614
TOTAL METRO COUNTIES	1,175.2	1,217.7	3.6	470.6	10.0	14,316,040	43.6	23,299	30,421	9,155,047	52.5	14,030	19,454	.5642	.4992
TOTAL STATE	2,924.5	2,999.3	2.6	1,157.0	8.3	34,481,687	46.1	22,101	29,803	19,913,234	53.6	12,139	17,211	1.3092	1.1682

KMEG-TV takes you right to fast-food customers within buying distance.

Consumers in the Sioux City ADI spend about $165 million eating out.* And 58% of those dollars are spent in the 13-county Retail Trade Area. If that's where your restaurants are, that's where your customers are. So when you advertise, you need to reach people within buying distance, not viewing distance as outlined by the ADI.

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*S&MM 1980 Retail Sales Estimates

AM - TV - FM
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	POPULATION % Change 1980–1985	POPULATION 12/31/85 Total Households (Thous.)	POPULATION % Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1980–1985	EFFECTIVE BUYING INCOME Average Household EBI 1980	EFFECTIVE BUYING INCOME Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	RETAIL SALES % Change 1980–1985	RETAIL SALES Retail Sales Per Household 1980	RETAIL SALES Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
KANSAS															
LAWRENCE	68.4	74.2	8.5	28.3	16.0	978,151	94.3	20,630	34,564	495,775	86.6	10,887	17,519	.0282	.0310
Douglas	68.4	74.2	8.5	28.3	16.0	978,151	94.3	20,630	34,564	495,775	86.6	10,887	17,519	.0282	.0310
TOPEKA	186.1	190.5	2.4	76.5	8.2	2,783,749	75.4	22,442	36,389	1,407,943	69.9	11,723	18,404	.0858	.0863
Jefferson	15.5	17.5	12.9	6.3	16.7	163,730	80.7	16,781	25,989	41,717	79.1	4,314	6,622	.0046	.0049
Osage	15.5	16.7	7.7	6.4	12.3	191,369	93.7	17,332	29,901	63,633	82.5	6,118	9,943	.0052	.0056
Shawnee	155.1	156.3	.8	63.8	7.0	2,428,650	73.8	23,444	38,067	1,302,593	69.0	12,931	20,417	.0760	.0758
WICHITA	413.5	428.2	3.6	171.9	9.8	8,216,937	101.3	26,076	47,801	3,835,906	83.6	13,353	22,315	.2136	.2379
Butler	45.3	49.5	9.3	18.8	14.6	865,585	121.5	23,825	46,042	328,155	101.7	9,922	17,455	.0198	.0241
Sedgwick	368.2	378.7	2.9	153.1	9.3	7,351,352	99.2	26,340	48,017	3,507,751	82.0	13,755	22,912	.1938	.2138
TOTAL METRO COUNTIES	1,113.6	1,160.4	4.2	459.6	10.7	21,670,579	95.4	26,717	47,151	10,356,761	82.9	13,641	22,534	.5793	.6344
TOTAL STATE	2,374.9	2,461.7	3.7	969.2	9.4	40,910,781	96.1	23,559	42,211	18,913,388	83.4	11,641	19,514	1.1033	1.2084
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	153.0	172.7	12.9	58.0	20.1	1,786,679	82.9	20,225	30,805	1,022,995	79.5	11,801	17,638	.0581	.0617
Christian	67.8	74.7	10.2	23.3	15.9	524,406	34.8	19,355	22,507	378,625	53.4	12,277	16,250	.0244	.0216
Montgomery, Tenn.	*85.2*	*98.0*	*15.0*	*34.7*	*23.0*	*1,262,273*	*114.7*	*20,846*	*36,377*	*644,370*	*99.4*	*11,461*	*18,570*	*.0337*	*.0401*
HUNTINGTON - ASHLAND	313.3	326.0	4.1	123.3	9.6	3,115,514	46.0	18,962	25,268	1,879,207	51.8	11,001	15,241	.1249	.1116
Boyd	55.8	58.0	3.9	22.4	10.3	598,793	40.6	20,973	26,732	438,396	51.7	14,233	19,571	.0256	.0224
Greenup	39.6	42.9	8.3	15.0	13.6	365,176	44.9	19,098	24,345	112,581	52.9	5,577	7,505	.0127	.0116
Lawrence, Ohio	*64.4*	*68.4*	*6.2*	*25.1*	*12.1*	*468,893*	*38.1*	*15,157*	*18,681*	*317,024*	*52.4*	*9,288*	*12,630*	*.0215*	*.0191*
Cabell, W. Va.	*106.8*	*105.6*	*-1.1*	*42.3*	*4.2*	*1,114,411*	*33.9*	*20,492*	*26,345*	*799,996*	*43.9*	*13,689*	*18,912*	*.0497*	*.0414*
Wayne, W. Va.	*46.7*	*51.1*	*9.4*	*18.5*	*15.6*	*568,241*	*100.1*	*17,746*	*30,716*	*211,210*	*89.8*	*6,955*	*11,417*	*.0154*	*.0171*
LEXINGTON-FAYETTE	322.2	349.8	8.6	134.5	15.2	3,473,296	40.5	21,170	25,824	2,609,784	56.0	14,320	19,404	.1484	.1325
Bourbon	19.5	20.3	4.1	7.5	8.7	193,819	37.5	20,426	25,843	86,669	50.5	8,347	11,556	.0074	.0064
Clark	28.7	31.1	8.4	11.4	12.9	256,368	43.9	17,645	22,488	224,006	56.9	14,136	19,650	.0118	.0107
Fayette	206.4	222.2	7.7	89.2	15.2	2,409,689	38.9	22,409	27,014	2,035,002	55.5	16,912	22,814	.1066	.0946
Jessamine	27.4	31.7	15.7	10.8	21.3	263,730	54.7	19,159	24,419	128,387	68.7	8,552	11,888	.0095	.0092
Scott	22.2	24.7	11.3	8.5	14.9	182,318	34.4	18,325	21,449	72,540	51.0	6,493	8,534	.0071	.0062
Woodford	18.0	19.8	10.0	7.1	16.4	167,372	48.3	18,498	23,574	63,180	61.8	6,402	8,899	.0060	.0054
LOUISVILLE	909.1	931.7	2.5	356.9	8.5	10,155,357	39.1	22,184	28,454	5,874,364	47.0	12,150	16,459	.4051	.3484
Bullitt	44.7	54.0	20.8	16.8	25.4	416,982	82.3	17,071	24,820	93,151	81.8	3,823	5,545	.0119	.0129
Jefferson	683.8	678.6	-.8	268.3	5.8	7,946,633	34.8	23,239	29,618	4,744,789	43.9	12,998	17,685	.3247	.2711
Oldham	29.2	37.1	27.1	11.3	32.9	231,048	54.9	17,545	20,447	126,449	72.3	8,634	11,190	.0089	.0091
Clark, Ind.	*89.8*	*97.1*	*8.1*	*36.3*	*14.5*	*911,920*	*52.2*	*18,899*	*25,122*	*623,597*	*58.4*	*12,416*	*17,179*	*.0367*	*.0342*
Floyd, Ind.	*61.6*	*64.9*	*5.4*	*24.2*	*11.0*	*648,774*	*51.5*	*19,640*	*26,809*	*286,378*	*56.5*	*8,392*	*11,834*	*.0229*	*.0211*
OWENSBORO	86.5	89.9	3.9	34.1	10.7	962,162	45.4	21,484	28,216	698,304	56.5	14,490	20,478	.0398	.0358
Daviess	86.5	89.9	3.9	34.1	10.7	962,162	45.4	21,484	28,216	698,304	56.5	14,490	20,478	.0398	.0358
TOTAL METRO COUNTIES	1,639.0	1,708.5	4.2	645.0	10.3	17,722,119	39.0	21,796	27,476	11,259,539	50.6	12,783	17,457	.7275	.6331
TOTAL STATE	3,698.4	3,952.6	6.9	1,449.7	12.5	33,949,311	42.1	18,531	23,418	22,394,556	54.2	11,271	15,448	1.4333	1.2842
LOUISIANA															
ALEXANDRIA	153.6	164.5	7.1	58.5	13.4	1,806,382	91.1	18,323	30,878	966,884	80.9	10,359	16,528	.0563	.0604
Grant	16.9	18.5	9.5	6.8	15.3	121,547	48.5	13,875	17,875	37,566	58.4	4,020	5,524	.0045	.0042
Rapides	136.7	146.0	6.8	51.7	13.1	1,684,835	95.1	16,898	32,589	929,318	81.2	11,177	17,975	.0518	.0562
BATON ROUGE	503.5	569.2	13.0	203.8	20.4	8,287,283	102.2	24,207	40,664	4,192,270	91.0	12,964	20,571	.2253	.2572
Ascension	51.2	58.5	14.3	19.3	20.6	525,267	64.6	19,942	27,216	342,236	68.7	12,682	17,732	.0196	.0195
East Baton Rouge	372.6	417.5	12.1	153.7	19.8	6,987,220	110.6	25,863	45,460	3,586,088	95.0	14,335	23,332	.1812	.2126
Livingston	60.4	72.6	20.2	24.2	26.7	565,731	61.3	18,360	23,377	202,242	70.4	6,214	8,357	.0187	.0189
West Baton Rouge	19.3	20.6	6.7	6.6	11.9	209,065	89.7	18,675	31,677	61,704	81.4	5,767	9,349	.0058	.0062
LAFAYETTE	153.1	174.7	14.1	64.5	23.3	2,780,544	118.8	24,304	43,109	1,667,063	103.6	15,657	25,846	.0738	.0898
Lafayette	153.1	174.7	14.1	64.5	23.3	2,780,544	118.8	24,304	43,109	1,667,063	103.6	15,657	25,846	.0738	.0898
LAKE CHARLES	168.9	180.9	7.1	65.8	14.0	2,363,208	89.6	21,601	35,915	1,356,757	82.6	12,874	20,619	.0722	.0779
Calcasieu	168.9	180.9	7.1	65.8	14.0	2,363,208	89.6	21,601	35,915	1,356,757	82.6	12,874	20,619	.0722	.0779
MONROE	140.9	153.1	8.7	55.7	15.1	1,448,503	51.0	19,821	26,005	980,103	60.7	12,600	17,596	.0576	.0541
Ouachita	140.9	153.1	8.7	55.7	15.1	1,448,503	51.0	19,821	26,005	980,103	60.7	12,600	17,596	.0576	.0541
NEW ORLEANS	1,199.0	1,274.3	6.3	482.4	12.7	16,789,392	69.5	23,144	34,804	8,324,114	67.5	11,613	17,256	.5324	.5260
Jefferson	463.7	524.7	13.2	195.4	21.1	7,431,048	73.3	26,578	38,030	4,051,489	74.1	14,430	20,734	.2311	.2372
Orleans	555.7	538.6	-3.1	213.8	2.7	7,409,399	65.8	21,462	34,656	3,344,617	58.6	10,131	15,644	.2374	.2250
St. Bernard	65.1	71.7	10.1	24.9	17.5	838,374	75.9	22,488	33,670	315,366	73.6	8,567	12,665	.0245	.0252
St. Tammany	114.5	139.3	21.7	48.3	29.8	1,113,571	65.5	18,040	22,993	612,642	74.7	9,426	12,684	.0394	.0406
SHREVEPORT	379.6	401.0	5.6	151.7	11.9	5,185,594	87.9	20,347	34,183	2,790,680	78.6	11,524	18,396	.1579	.1675
Bossier	81.7	89.4	9.4	32.0	16.8	1,155,713	110.5	20,036	36,116	435,091	93.1	8,221	13,597	.0293	.0339
Caddo	254.0	266.1	4.8	102.4	10.9	3,709,715	87.4	21,443	36,228	2,135,691	79.4	12,896	20,856	.1138	.1208
Webster	43.9	45.5	3.6	17.3	8.8	320,166	38.7	14,520	18,507	219,898	49.5	9,253	12,711	.0148	.0128
TOTAL METRO COUNTIES	2,698.6	2,917.7	8.1	1,082.4	14.8	18,660,906	82.5	22,468	35,718	20,277,871	77.4	12,126	18,734	1.1755	1.2349
TOTAL STATE	4,251.2	4,567.0	7.4	1,648.3	14.1	53,783,830	79.9	20,690	32,630	28,237,446	75.7	11,123	17,131	1.6952	1.7610

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop. (Thous.)	POPULATION 12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
MAINE															
BANGOR	137.9	144.4	4.7	52.0	11.1	1,283,403	44.7	18,958	24,681	937,006	54.6	12,954	18,019	.0554	.0499
Penobscot	137.9	144.4	4.7	52.0	11.1	1,283,403	44.7	18,958	24,681	937,006	54.6	12,954	18,019	.0554	.0499
LEWISTON - AUBURN	100.2	105.1	4.9	39.7	10.9	944,573	57.0	16,809	23,793	659,022	61.4	11,405	16,600	.0381	.0360
Androscoggin	100.2	105.1	4.9	39.7	10.9	944,573	57.0	16,809	23,793	659,022	61.4	11,405	16,600	.0381	.0360
PORTLAND	246.5	260.8	5.8	101.6	12.3	3,070,001	65.4	20,515	30,217	2,080,646	65.5	13,888	20,479	.1119	.1092
Cumberland	217.3	228.9	5.3	89.7	11.8	2,659,877	60.0	20,734	29,653	1,958,505	64.0	14,894	21,834	.1021	.0978
Sagadahoc	29.2	31.9	9.2	11.9	15.5	410,124	111.7	18,806	34,464	122,141	96.1	6,048	10,264	.0098	.0114
TOTAL METRO COUNTIES	626.8	667.7	6.5	253.1	12.9	6,991,736	64.0	19,021	27,624	4,584,234	65.3	12,372	18,112	.2588	.2520
TOTAL STATE	1,134.3	1,205.4	6.3	454.8	12.7	11,967,411	60.1	18,535	26,314	7,497,441	63.8	11,349	16,485	.4475	.4298
MARYLAND															
BALTIMORE	2,180.6	2,218.1	1.7	826.7	7.6	28,907,433	72.7	21,796	34,967	15,776,955	67.2	12,289	19,084	.9454	.9379
Anne Arundel	376.8	415.7	10.3	146.5	17.6	3,857,179	48.0	20,911	26,329	2,737,315	58.9	13,826	18,685	.1583	.1468
Baltimore	657.7	671.6	2.1	264.8	9.5	10,901,196	73.5	25,972	41,168	6,851,128	69.2	16,740	25,873	.3565	.3565
Baltimore city	776.1	704.5	-9.2	266.6	-4.8	7,730,428	55.3	17,783	28,996	3,542,691	48.0	8,554	13,288	.2796	.2476
Carroll	98.6	113.6	15.2	38.1	20.6	1,375,298	117.7	19,995	36,105	651,100	103.2	10,141	17,089	.0359	.0435
Harford	148.3	164.3	10.8	56.0	17.2	2,552,266	127.2	23,500	45,576	1,027,154	106.6	10,402	18,342	.0594	.0735
Howard	123.1	148.4	20.6	54.7	29.6	2,490,766	122.6	26,514	45,535	967,567	113.2	10,757	17,689	.0557	.0700
CUMBERLAND	107.7	106.6	-1.0	40.6	3.3	1,045,239	72.2	15,446	25,745	657,948	67.5	9,997	16,206	.0385	.0377
Allegany	80.1	77.1	-3.7	29.9	-.7	832,227	81.1	15,477	27,834	581,596	69.2	11,572	19,451	.0304	.0304
Mineral, W. Va.	27.6	29.5	6.9	10.7	11.5	213,012	44.6	15,350	19,908	76,352	55.3	5,122	7,136	.0081	.0073
HAGERSTOWN	113.6	117.4	3.3	44.4	9.4	1,200,321	56.7	18,866	27,034	933,929	61.8	14,215	21,034	.0490	.0462
Washington	113.6	117.4	3.3	44.4	9.4	1,200,321	56.7	18,866	27,034	933,929	61.8	14,215	21,034	.0490	.0462
TOTAL METRO COUNTIES	3,757.9	3,837.3	2.1	1,427.6	8.2	53,298,123	67.8	24,072	37,334	29,045,824	64.9	13,352	20,346	1.7516	1.7075
TOTAL STATE	4,236.8	4,363.2	3.0	1,618.4	9.0	59,233,782	70.1	23,450	36,600	32,656,581	66.9	13,180	20,178	1.9382	1.9127
MASSACHUSETTS															
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,658.5	3,639.3	-.5	1,375.5	5.0	62,750,986	92.2	24,929	45,620	27,915,941	76.2	12,102	20,295	1.7121	1.8219
Essex	633.4	631.8	-.3	243.2	5.4	11,008,919	94.6	24,522	45,267	5,257,743	77.0	12,875	21,619	.3035	.3257
Middlesex	1,364.0	1,345.0	-1.4	502.1	4.5	23,296,406	89.6	25,558	46,398	10,334,837	74.0	12,359	20,583	.6425	.6754
Norfolk	606.6	606.6	.0	223.8	6.3	12,241,423	89.0	30,763	54,698	4,459,035	74.3	12,152	19,924	.3110	.3287
Plymouth	411.7	453.8	10.2	157.7	16.1	6,446,578	106.1	23,033	40,879	3,322,650	92.6	12,704	21,069	.1758	.2021
Suffolk	642.8	602.1	-6.3	248.7	-1.2	9,757,660	91.4	20,245	39,235	4,541,676	71.2	10,533	18,262	.2793	.2900
NEW BEDFORD - FALL RIVER	477.3	494.8	3.7	184.2	8.9	6,263,757	90.6	19,424	34,005	3,568,966	79.0	11,784	19,375	.1943	.2072
Bristol	477.3	494.8	3.7	184.2	8.9	6,263,757	90.6	19,424	34,005	3,568,966	79.0	11,784	19,375	.1943	.2072
PITTSFIELD	144.5	141.4	-2.1	54.7	3.6	2,299,955	88.8	23,078	42,047	1,217,857	77.8	12,974	22,264	.0675	.0710
Berkshire	144.5	141.4	-2.1	54.7	3.6	2,299,955	88.8	23,078	42,047	1,217,857	77.8	12,974	22,264	.0675	.0710
SPRINGFIELD - CHICOPEE - HOLYOKE	581.9	581.4	-.1	215.7	5.5	8,226,205	83.7	21,908	38,137	4,386,998	73.6	12,365	20,338	.2528	.2608
Hampden	441.9	433.9	-1.8	164.9	3.6	6,693,253	88.7	22,278	40,590	3,550,251	74.7	12,765	21,530	.1996	.2085
Hampshire	140.0	147.5	5.4	50.8	12.4	1,532,952	64.6	20,607	30,176	836,747	68.9	10,958	16,471	.0532	.0523
WORCESTER - FITCHBURG - LEOMINSTER	647.5	654.5	1.1	244.2	7.0	10,688,389	98.6	23,583	43,769	5,104,831	81.6	12,316	20,904	.2922	.3196
Worcester	647.5	654.5	1.1	244.2	7.0	10,688,389	98.6	23,583	43,769	5,104,831	81.6	12,316	20,904	.2922	.3196
TOTAL METRO COUNTIES	5,509.7	5,511.4	.0	2,074.3	5.6	90,229,292	91.9	23,934	43,499	42,194,593	76.8	12,150	20,342	2.5189	2.6805
TOTAL STATE	5,741.1	5,776.0	.6	2,185.8	6.3	93,361,090	91.8	23,677	42,713	44,678,220	77.4	12,252	20,440	2.6267	2.7985

WORCESTER

A MARKET ON THE MOVE

- Worcester Center...a $100 million complex in downtown Worcester...including Jordan Marsh, Filene's, Wallachs, Thom McAn, CVS ...plus 100 specialty shops
- 157 Floors of high rise construction downtown
- Half-a-million square feet of retail space in adjacent town of Auburn...including Sears, The Outlet Company, Anderson-Little, Cherry & Webb. Plus 50 individual stores
- New multimillion dollar University of Massachusetts Medical School
- 13,000-seat Civic Center and 250-room, proposed Marriott Hotel underway

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the New Worcester

WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
MICHIGAN															
ANN ARBOR	**267.4**	**283.8**	**6.1**	**107.6**	**13.1**	**3,476,776**	**34.0**	**27,283**	**32,312**	**1,759,113**	**46.9**	**12,588**	**16,349**	**.1321**	**.1117**
Washtenaw	267.4	283.8	6.1	107.6	13.1	3,476,776	34.0	27,283	32,312	1,759,113	46.9	12,588	16,349	.1321	.1117
BATTLE CREEK	**187.9**	**192.4**	**2.4**	**73.2**	**8.4**	**2,213,395**	**57.8**	**20,779**	**30,238**	**986,740**	**57.5**	**9,282**	**13,480**	**.0745**	**.0694**
Barry	46.4	50.8	9.5	18.3	15.8	536,260	88.1	18,040	29,304	151,472	79.9	5,329	8,277	.0145	.0155
Calhoun	141.5	141.6	.1	54.9	6.2	1,677,135	50.1	21,616	30,549	835,268	54.0	10,490	15,214	.0600	.0539
BAY CITY	**120.0**	**121.7**	**1.4**	**45.2**	**7.9**	**1,354,182**	**48.4**	**21,782**	**29,960**	**789,405**	**54.0**	**12,236**	**17,465**	**.0516**	**.0464**
Bay	120.0	121.7	1.4	45.2	7.9	1,354,182	48.4	21,782	29,960	789,405	54.0	12,236	17,465	.0516	.0464
BENTON HARBOR	**171.7**	**174.5**	**1.6**	**65.7**	**7.5**	**1,736,225**	**64.9**	**17,234**	**26,427**	**1,206,065**	**66.1**	**11,887**	**18,357**	**.0667**	**.0646**
Berrien	171.7	174.5	1.6	65.7	7.5	1,736,225	64.9	17,234	26,427	1,206,065	66.1	11,887	18,357	.0667	.0646
DETROIT	**4,345.0**	**4,324.8**	**–.5**	**1,604.1**	**5.3**	**57,885,200**	**41.7**	**26,822**	**36,086**	**30,725,216**	**47.8**	**13,646**	**19,154**	**2.1522**	**1.8523**
Lapeer	72.0	82.2	14.2	26.4	20.0	811,899	92.9	19,135	30,754	428,844	90.6	10,228	16,244	.0249	.0278
Livingston	103.7	127.2	22.7	41.5	27.3	1,271,937	102.1	19,301	30,649	711,880	100.7	10,879	17,154	.0376	.0440
Macomb	699.1	734.0	5.0	264.3	12.5	8,356,365	30.0	27,360	31,617	5,346,718	45.1	15,685	20,230	.3529	.2933
Oakland	1,019.5	1,071.1	5.1	407.9	12.3	19,213,655	61.0	32,855	47,104	9,655,414	61.6	16,456	23,671	.6038	.5746
St. Clair	140.3	151.0	7.6	54.6	13.3	1,496,186	49.6	20,744	27,403	858,77	60.6	11,094	15,728	.0564	.0523
Wayne	2,310.4	2,159.3	–6.5	809.4	–1.6	26,735,158	30.8	24,863	33,031	13,723,529	37.1	12,174	16,955	1.0766	.8603
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,612.4***	***4,608.6***	***–.1***	***1,711.7***	***5.8***	***61,361,976***	***41.2***	***26,849***	***35,849***	***32,484,329***	***47.8***	***13,584***	***18,978***	***2.2843***	***1.9640***
FLINT	**522.6**	**529.5**	**1.3**	**194.4**	**7.6**	**6,379,774**	**39.9**	**25,248**	**32,815**	**3,715,595**	**48.2**	**13,881**	**19,113**	**.2494**	**.2146**
Genesee	450.8	453.2	.5	167.8	7.0	5,573,922	36.4	26,061	33,218	3,279,453	45.6	14,364	19,544	.2221	.1874
Shiawassee	71.8	76.3	6.3	26.6	11.8	805,252	70.1	19,888	30,273	436,142	71.2	10,703	16,396	.0273	.0272
GRAND RAPIDS	**607.1**	**645.4**	**6.3**	**237.7**	**12.9**	**8,395,246**	**87.1**	**21,313**	**35,319**	**4,699,765**	**77.2**	**12,600**	**19,772**	**.2593**	**.2745**
Kent	447.5	468.3	4.6	176.7	11.3	6,342,128	85.0	21,599	35,892	3,736,090	75.0	13,453	21,144	.2001	.2092
Ottawa	159.6	177.1	11.0	61.0	17.8	2,053,118	94.0	20,435	33,638	963,675	86.3	9,985	15,798	.0592	.0653
JACKSON	**152.0**	**157.0**	**3.3**	**56.5**	**9.3**	**1,737,634**	**64.9**	**20,380**	**30,755**	**936,760**	**64.4**	**11,024**	**16,580**	**.0600**	**.0581**
Jackson	152.0	157.0	3.3	56.5	9.3	1,737,634	64.9	20,380	30,755	936,760	64.4	11,024	16,580	.0600	.0581
KALAMAZOO - PORTAGE	**281.2**	**293.7**	**4.4**	**111.9**	**11.2**	**3,781,202**	**80.6**	**20,811**	**33,791**	**2,066,140**	**72.9**	**11,882**	**18,464**	**.1195**	**.1230**
Kalamazoo	213.5	220.0	3.0	84.6	10.0	2,818,820	70.2	21,537	33,319	1,668,787	67.3	12,973	19,726	.0954	.0942
Van Buren	67.7	73.7	8.9	27.3	15.2	962,382	120.0	18,455	35,252	397,353	101.0	8,341	14,555	.0241	.0288

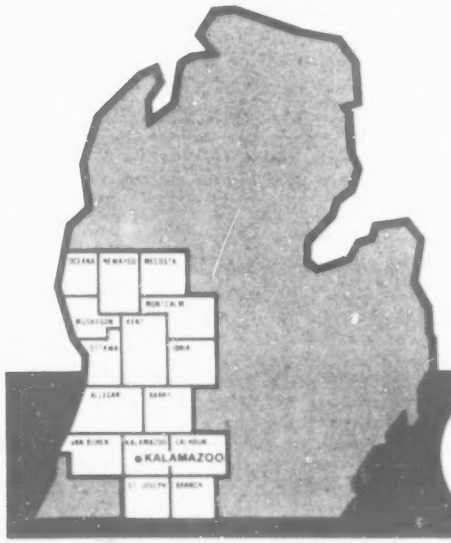
Look at WKZO—the big buy for radio in Western Michigan

The Kalamazoo ADI is rich, with more than $9.7 billion in effective buying income and $5.3 billion in retail sales.* And WKZO is Kalamazoo's undisputed leader in reaching and selling the mature, affluent radio listeners.

WKZO is Kalamazoo's top-ranked adult station.

Cume figures show WKZO has a 33% greater share of Metro listeners 25+ than its closest competitor from 6 a.m. - Mid., Monday through Sunday. And WKZO listeners are loyal. In each day part, 6 a.m. - 7 p.m., Monday through Friday, the exclusive cume for both adult male and female audiences is the largest of any station in the market.

More Metro men, 18+ and 25-54 listen to WKZO during early drive, 6 - 10 a.m. weekdays, AQH, than to all competing stations combined. And their exclusive cume is 60% greater than all the competition put together. WKZO is #1 among Metro women, too. Both AQH and cume figures show more women 18+ listen to WKZO 6 a.m. - 7 p.m., Monday through Friday, than to any other station in the market.** So, if you want to reach adults in Western Michigan, go with the station they turn to most—WKZO Radio.



* 1981 S&MM Survey of Buying Power
** Arbitron, Kalamazoo ADI, Spring 1981
Data subject to qualifications listed in report.

50th Anniversary

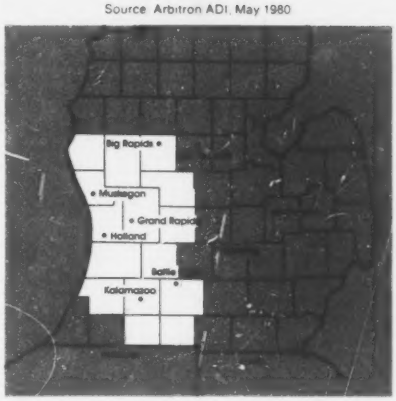
WKZO
CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
MI (cont.)															
LANSING - EAST LANSING	**472.4**	**498.2**	**5.5**	**181.8**	**11.9**	**6,218,711**	**55.9**	**24,550**	**34,206**	**3,167,686**	**62.1**	**12,029**	**17,424**	**.2118**	**.1993**
Clinton	56.5	61.0	8.0	20.6	13.8	871,124	98.7	24,220	42,288	266,655	87.8	7,844	12,944	.0215	.0239
Eaton	89.9	100.9	12.2	37.2	19.6	1,424,987	103.8	22,479	38,306	860,434	93.9	14,269	23,130	.0407	.0471
Ingham	273.7	280.9	2.6	105.6	9.1	3,516,946	39.0	26,132	33,304	1,764,135	49.7	12,177	16,706	.1303	.1121
Ionia	52.3	55.4	5.9	18.4	11.5	405,654	25.8	19,540	22,046	276,462	45.3	11,531	15,025	.0193	.0162
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**179.8**	**182.7**	**1.6**	**67.7**	**7.8**	**1,829,456**	**66.0**	**17,553**	**27,023**	**1,036,422**	**64.4**	**10,036**	**15,309**	**.0656**	**.0636**
Muskegon	157.5	158.1	.4	58.9	6.7	1,661,486	67.2	18,006	28,209	943,139	64.4	10,396	16,013	.0590	.0571
Oceana	22.3	24.6	10.3	8.8	15.8	167,970	54.9	14,264	19,088	93,283	65.3	7,423	10,600	.0066	.0065
SAGINAW	**228.7**	**233.6**	**2.1**	**83.9**	**8.5**	**2,654,840**	**38.3**	**24,828**	**31,643**	**1,546,270**	**50.8**	**13,267**	**18,430**	**.1048**	**.0905**
Saginaw	228.7	233.6	2.1	83.9	8.5	2,654,840	38.3	24,828	31,643	1,546,270	50.8	13,267	18,430	.1048	.0905
TOTAL METRO COUNTIES	**7,671.6**	**7,781.0**	**1.4**	**2,879.1**	**7.5**	**99,509,394**	**48.2**	**25,058**	**34,563**	**53,355,250**	**53.3**	**12,994**	**18,532**	**3.6029**	**3.2228**
TOTAL STATE	**9,287.9**	**9,533.3**	**2.6**	**3,525.8**	**8.7**	**116,426,281**	**52.2**	**23,592**	**33,021**	**63,601,527**	**56.9**	**12,506**	**18,039**	**4.1806**	**3.8283**
MINNESOTA															
DULUTH - SUPERIOR	**267.2**	**270.3**	**1.2**	**106.4**	**7.2**	**2,751,899**	**37.5**	**20,148**	**25,864**	**1,616,009**	**47.5**	**11,034**	**15,188**	**.1126**	**.0964**
St. Louis	222.7	225.6	1.3	88.7	7.4	2,297,837	36.0	20,452	25,906	1,385,768	46.8	11,425	15,623	.0953	.0812
Douglas, Wisc.	*44.5*	*44.7*	*.4*	*17.7*	*6.0*	*454,062*	*45.8*	*18,644*	*25,653*	*230,241*	*51.5*	*9,098*	*13,008*	*.0173*	*.0152*
FARGO - MOORHEAD	**139.0**	**149.6**	**7.6**	**58.0**	**15.8**	**1,979,201**	**66.5**	**23,729**	**34,124**	**1,403,909**	**74.1**	**16,093**	**24,205**	**.0700**	**.0700**
Clay	49.4	51.5	4.3	18.5	12.1	557,000	33.9	25,210	30,108	274,872	48.9	11,186	14,858	.0215	.0182
Cass, N. D.	*89.6*	*98.1*	*9.5*	*39.5*	*17.6*	*1,422,201*	*84.0*	*23,001*	*36,005*	*1,129,037*	*81.6*	*18,502*	*28,583*	*.0485*	*.0518*
MINNEAPOLIS - ST. PAUL	**2,127.6**	**2,213.3**	**4.0**	**860.4**	**10.5**	**32,391,457**	**65.6**	**25,136**	**37,647**	**17,313,193**	**64.3**	**13,541**	**20,122**	**1.0529**	**1.0212**
Anoka	199.5	223.2	11.9	75.3	19.9	2,745,059	85.3	23,595	36,455	1,339,341	83.8	11,603	17,787	.0810	.0871
Carver	37.8	42.7	13.0	14.9	20.2	432,561	43.9	24,235	29,031	159,061	59.9	8,025	10,675	.0146	.0134
Chisago	26.4	31.2	18.2	10.5	22.1	336,554	97.2	19,842	32,053	184,201	94.5	11,012	17,543	.0101	.0114
Dakota	198.6	229.0	15.3	82.6	24.0	2,574,631	64.6	23,483	31,170	1,776,339	76.3	15,128	21,505	.0918	.0930
Hennepin	940.4	929.4	–1.2	392.6	5.9	16,956,099	72.8	26,453	43,189	9,084,801	64.6	14,884	23,140	.5242	.5161
Ramsey	458.7	450.1	–1.9	180.7	4.7	6,002,874	38.3	25,147	33,220	3,213,811	43.7	12,956	17,785	.2292	.1928
Scott	44.8	51.5	15.0	17.1	22.1	668,746	99.7	23,919	39,108	263,331	93.7	9,713	15,399	.0174	.0197
Washington	116.1	133.8	15.2	45.0	23.6	1,516,556	66.4	25,039	33,701	649,286	77.1	10,071	14,429	.0468	.0473
Wright	60.7	72.4	19.3	24.1	25.5	616,218	95.3	16,432	25,569	403,124	93.2	10,866	16,727	.0205	.0233

ACTIVE 3

Source: Arbitron ADI, May 1980



WKZO-TV ADI

WKZO-TV. Go with it!

WKZO-TV IS FIRST
IN THE NATION'S 37th TV MARKET

The people in Greater Western Michigan are Active people and they're moving with WKZO-TV. Just look at the numbers. GRAND RAPIDS—KALAMAZOO—BATTLE CREEK TV MARKET.

- 39th in effective buying income—more than $8.7 billion.
- 35th in food store sales—nearly $1.3 billion.
- 34th in supermarket sales—$1.2 billion.
- 37th in total retail sales—nearly $5.4 billion.

Reach your prime target audience in Grand Rapids—Kalamazoo—Battle Creek with the market's leading station.

WKZO-TV ranks first from 9 a.m. to Midnight, Sunday through Saturday in

- Metro & ADI Share
- TV Households
- Total Women
- Total Men
- Adults 18+

Arbitron ADI: May 1980
Sales & Marketing Management's Data Service 1979

50th Anniversary

WKZO-TV
Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
MN (cont.)															
St. Croix, Wisc.	*44.6*	*50.0*	*12.1*	*17.6*	*18.9*	*542,159*	*63.0*	*22,473*	*30,804*	*239,898*	*70.7*	*9,498*	*13,631*	*.0173*	*.0171*
ROCHESTER	**92.7**	**97.2**	**4.9**	**37.5**	**12.3**	**1,748,954**	**105.1**	**25,527**	**46,639**	**1,015,238**	**90.6**	**15,948**	**27,073**	**.0482**	**.0548**
Olmsted	92.7	97.2	4.9	37.5	12.3	1,748,954	105.1	25,527	46,639	1,015,238	90.6	15,948	27,073	.0482	.0548
ST. CLOUD	**165.9**	**182.5**	**10.0**	**59.7**	**17.5**	**1,764,173**	**72.7**	**20,105**	**29,551**	**1,323,063**	**70.0**	**15,316**	**22,162**	**.0667**	**.0677**
Benton	25.6	28.1	9.8	10.0	17.6	232,184	44.9	18,848	23,218	130,773	56.8	9,814	13,077	.0092	.0084
Sherburne	30.9	37.4	21.0	11.8	26.9	373,719	100.3	20,066	31,671	114,244	97.0	6,236	9,682	.0096	.0113
Stearns	109.4	117.0	6.9	37.9	14.8	1,158,270	71.7	20,440	30,561	1,078,046	69.3	19,293	28,444	.0479	.0480
TOTAL METRO COUNTIES	**2,648.5**	**2,755.7**	**4.0**	**1,060.6**	**10.6**	**38,574,096**	**64.5**	**24,450**	**36,370**	**21,307,651**	**64.1**	**13,541**	**20,090**	**1.2816**	**1.2390**
TOTAL STATE	**4,103.6**	**4,276.3**	**4.2**	**1,629.0**	**10.5**	**54,930,318**	**65.5**	**22,520**	**33,720**	**29,756,439**	**64.8**	**12,251**	**18,267**	**1.8347**	**1.7831**
MISSISSIPPI															
BILOXI - GULFPORT	**194.2**	**208.7**	**7.5**	**74.1**	**14.2**	**1,913,096**	**59.1**	**18,524**	**25,818**	**1,137,050**	**64.4**	**10,656**	**15,345**	**.0716**	**.0691**
Hancock	25.1	28.7	14.3	10.1	20.2	181,606	53.3	14,107	17,981	100,576	61.8	7,399	9,958	.0074	.0072
Harrison	159.3	169.6	6.5	60.5	13.3	1,664,090	60.5	19,417	27,506	991,148	65.2	11,236	16,383	.0611	.0590
Stone	9.8	10.4	6.1	3.5	12.9	67,400	43.9	15,108	19,257	45,326	54.0	9,492	12,950	.0031	.0029
JACKSON	**325.2**	**358.0**	**10.1**	**129.4**	**17.0**	**3,614,226**	**52.8**	**21,384**	**27,931**	**2,273,748**	**61.8**	**12,705**	**17,571**	**.1373**	**.1295**
Hinds	253.6	272.5	7.5	100.6	14.4	2,960,626	52.1	22,150	29,430	1,982,816	60.8	14,030	19,710	.1141	.1066
Rankin	71.6	85.5	19.4	28.8	26.9	653,600	56.4	18,415	22,694	290,932	69.2	7,576	10,102	.0232	.0229
PASCAGOULA - MOSS POINT	**120.2**	**136.0**	**13.1**	**46.4**	**19.9**	**1,550,839**	**58.7**	**25,251**	**33,423**	**608,740**	**68.0**	**9,363**	**13,119**	**.0486**	**.0474**
Jackson	120.2	136.0	13.1	46.4	19.9	1,550,839	58.7	25,251	33,423	608,740	68.0	9,363	13,119	.0486	.0474
TOTAL METRO COUNTIES	**695.3**	**767.6**	**10.4**	**271.1**	**17.2**	**7,721,119**	**58.5**	**21,061**	**28,481**	**4,249,230**	**64.8**	**11,146**	**15,674**	**.2750**	**.2658**
TOTAL STATE	**2,540.2**	**2,678.1**	**5.4**	**940.3**	**11.6**	**21,989,857**	**54.3**	**16,916**	**23,386**	**13,226,072**	**60.6**	**9,776**	**14,066**	**.8711**	**.8181**
MISSOURI															
COLUMBIA	**102.7**	**112.7**	**9.7**	**43.0**	**17.5**	**1,099,097**	**50.8**	**19,911**	**25,560**	**708,811**	**60.9**	**12,033**	**16,484**	**.0428**	**.0401**
Boone	102.7	112.7	9.7	43.0	17.5	1,099,097	50.8	19,911	25,560	708,811	60.9	12,033	16,484	.0428	.0401
JOPLIN	**128.7**	**136.4**	**6.0**	**54.3**	**10.4**	**1,062,327**	**47.5**	**14,642**	**19,564**	**953,920**	**58.9**	**12,201**	**17,568**	**.0497**	**.0459**
Jasper	87.5	91.3	4.3	37.1	9.1	748,466	55.9	14,120	20,174	814,352	61.7	14,812	21,950	.0365	.0345
Newton	41.2	45.1	9.5	17.2	13.2	313,861	30.6	15,808	18,248	139,568	44.3	6,362	8,114	.0132	.0114
KANSAS CITY	**1,332.5**	**1,364.4**	**2.4**	**541.5**	**8.1**	**21,889,587**	**73.1**	**25,252**	**40,424**	**11,270,687**	**67.5**	**13,439**	**20,814**	**.6740**	**.6719**
Cass	51.9	57.6	11.0	20.9	16.8	644,287	104.2	17,626	30,827	293,757	95.3	8,403	14,055	.0178	.0205
Clay	138.1	144.5	4.6	56.9	11.6	1,613,779	26.9	24,927	28,362	1,149,055	46.0	15,431	20,194	.0716	.0590
Jackson	627.6	615.1	-2.0	250.9	3.0	9,138,181	62.5	23,097	36,422	4,920,549	56.8	12,885	19,612	.3074	.2883
Platte	47.6	55.9	17.4	21.2	24.7	613,813	58.9	22,718	28,953	193,989	69.1	6,747	9,150	.0184	.0181
Ray	21.7	23.8	9.7	8.7	13.0	187,785	50.6	16,198	21,584	96,200	61.0	7,762	11,057	.0071	.0068
Johnson, Kans.	*274.4*	*303.4*	*10.6*	*118.5*	*18.5*	*7,443,057*	*112.8*	*34,977*	*62,811*	*3,397,512*	*99.0*	*17,073*	*28,671*	*.1734*	*.2070*
Wyandotte, Kans.	*171.2*	*164.1*	*-4.1*	*64.4*	*1.3*	*2,248,685*	*57.9*	*22,393*	*34,917*	*1,219,625*	*57.9*	*12,142*	*18,938*	*.0783*	*.0722*
ST. JOSEPH	**102.3**	**104.6**	**2.2**	**40.4**	**5.8**	**1,411,790**	**92.9**	**19,157**	**34,945**	**800,833**	**78.7**	**11,731**	**19,823**	**.0430**	**.0460**
Andrew	14.2	15.6	9.9	5.6	12.0	165,319	108.2	15,885	29,521	59,310	92.6	6,160	10,591	.0043	.0050
Buchanan	88.1	89.0	1.0	34.8	4.8	1,246,471	91.1	19,650	35,818	741,523	77.7	12,570	21,308	.0387	.0410
ST. LOUIS	**2,358.1**	**2,388.3**	**1.3**	**906.9**	**7.0**	**30,255,685**	**51.7**	**23,521**	**33,362**	**15,614,869**	**54.1**	**11,949**	**17,218**	**1.0705**	**.9706**
Franklin	72.5	81.1	11.9	28.9	17.5	731,344	48.9	19,971	25,306	457,375	61.0	11,546	15,826	.0286	.0268
Jefferson	150.3	173.1	15.2	59.6	21.6	1,564,296	56.9	20,353	26,247	652,044	66.9	7,971	10,940	.0528	.0515
St. Charles	147.8	176.9	19.7	61.5	27.3	1,674,069	86.0	18,632	27,221	1,002,997	85.2	11,213	16,309	.0545	.0599
St. Louis	977.0	987.8	1.1	377.9	7.8	15,247,596	50.6	28,895	40,348	7,827,362	52.7	14,620	20,713	.5238	.4705
St. Louis city	445.9	412.7	-7.4	172.3	-2.5	4,444,901	36.2	18,461	25,797	2,236,819	38.1	9,160	12,982	.1792	.1467
Clinton, Ill.	*33.0*	*35.8*	*8.5*	*12.6*	*14.5*	*302,545*	*46.0*	*18,839*	*24,012*	*135,445*	*54.7*	*7,962*	*10,750*	*.0113*	*.0103*
Madison, Ill.	*247.4*	*245.3*	*-.8*	*94.0*	*4.7*	*3,185,402*	*63.2*	*21,733*	*33,887*	*1,677,146*	*61.3*	*11,576*	*17,842*	*.1077*	*.1023*
Monroe, Ill.	*20.2*	*20.9*	*3.5*	*7.8*	*9.9*	*294,371*	*95.5*	*21,209*	*37,740*	*87,556*	*82.3*	*6,765*	*11,225*	*.0074*	*.0080*
St. Clair, Ill.	*264.0*	*254.7*	*-3.5*	*92.3*	*1.7*	*2,811,161*	*51.6*	*20,420*	*30,457*	*1,538,125*	*54.4*	*10,968*	*16,664*	*.1052*	*.0946*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
MO (cont.)															
SPRINGFIELD	**210.9**	**232.6**	**10.3**	**91.7**	**16.1**	**2,344,046**	**58.4**	**18,734**	**25,562**	**1,725,899**	**64.7**	**13,268**	**18,821**	**.0918**	**.0886**
Christian	23.0	26.9	17.0	9.9	20.7	243,055	95.1	15,190	24,551	94,724	90.1	6,077	9,568	.0071	.0078
Greene	187.9	205.7	9.5	81.8	15.5	2,100,991	55.0	19,145	25,684	1,631,175	63.4	14,100	19,941	.0847	.0808
TOTAL METRO COUNTIES	**3,225.0**	**3,314.8**	**2.8**	**1,288.2**	**8.3**	**41,777,311**	**53.8**	**22,839**	**32,431**	**23,019,610**	**56.1**	**12,399**	**17,870**	**1.4885**	**1.3687**
TOTAL STATE	**4,947.9**	**5,143.4**	**4.0**	**1,984.2**	**9.0**	**58,726,032**	**58.1**	**20,404**	**29,597**	**33,204,605**	**60.0**	**11,398**	**16,735**	**2.1015**	**1.9794**
MONTANA															
BILLINGS	**110.4**	**122.9**	**11.3**	**48.8**	**18.2**	**1,907,344**	**123.5**	**20,665**	**39,085**	**1,487,668**	**105.0**	**17,569**	**30,485**	**.0558**	**.0682**
Yellowstone	110.4	122.9	11.3	48.8	18.2	1,907,344	123.5	20,665	39,085	1,487,668	105.0	17,569	30,485	.0558	.0682
GREAT FALLS	**80.6**	**80.3**	**–.4**	**31.5**	**6.1**	**1,115,546**	**88.7**	**19,910**	**35,414**	**786,946**	**77.1**	**14,965**	**24,982**	**.0371**	**.0391**
Cascade	80.6	80.3	–.4	31.5	6.1	1,115,546	88.7	19,910	35,414	786,946	77.1	14,965	24,982	.0371	.0391
TOTAL METRO COUNTIES	**191.0**	**203.2**	**6.4**	**80.3**	**13.1**	**3,022,890**	**109.2**	**20,349**	**37,645**	**2,274,614**	**94.4**	**16,480**	**28,326**	**.0929**	**.1073**
TOTAL STATE	**795.3**	**855.9**	**7.6**	**330.6**	**13.9**	**11,948,873**	**110.4**	**19,565**	**36,143**	**7,170,966**	**95.9**	**12,611**	**21,691**	**.3399**	**.3946**
NEBRASKA															
LINCOLN	**195.1**	**208.9**	**7.1**	**83.7**	**13.9**	**2,386,107**	**51.6**	**21,414**	**28,508**	**1,474,360**	**60.4**	**12,509**	**17,615**	**.0890**	**.0828**
Lancaster	195.1	208.9	7.1	83.7	13.9	2,386,107	51.6	21,414	28,508	1,474,360	60.4	12,509	17,615	.0890	.0828
OMAHA	**573.4**	**589.8**	**2.9**	**226.2**	**9.2**	**8,899,713**	**78.3**	**24,092**	**39,344**	**4,132,277**	**69.9**	**11,737**	**18,263**	**.2634**	**.2676**
Douglas	399.0	403.5	1.1	159.8	7.5	6,815,900	86.4	24,587	42,653	3,249,209	73.5	12,596	20,333	.1939	.2026
Sarpy	87.8	99.3	13.1	33.2	21.6	1,228,171	82.9	24,593	36,993	376,378	82.1	7,571	11,337	.0327	.0348
Pottawattamie, Iowa	*86.6*	*87.0*	*.5*	*33.2*	*6.4*	*855,642*	*28.8*	*21,294*	*25,772*	*506,690*	*43.8*	*11,290*	*15,262*	*.0368*	*.0302*
TOTAL METRO COUNTIES	**698.8**	**730.5**	**4.5**	**283.7**	**11.1**	**10,680,999**	**77.1**	**23,619**	**37,649**	**5,229,634**	**70.4**	**12,015**	**18,434**	**.3229**	**.3281**
TOTAL STATE	**1,579.6**	**1,635.1**	**3.5**	**635.1**	**9.3**	**22,548,186**	**78.7**	**21,706**	**35,503**	**11,680,352**	**72.5**	**11,649**	**18,391**	**.6963**	**.7122**
NEVADA															
LAS VEGAS	**475.7**	**570.2**	**19.9**	**231.1**	**27.6**	**5,964,309**	**50.5**	**21,888**	**25,808**	**4,112,426**	**64.6**	**13,796**	**17,795**	**.2285**	**.2187**
Clark	475.7	570.2	19.9	231.1	27.6	5,964,309	50.5	21,888	25,808	4,112,426	64.6	13,796	17,795	.2285	.2187

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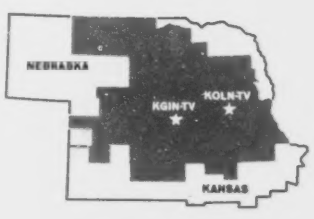

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
NV (cont.)															
RENO	199.0	236.3	18.7	100.9	25.8	3,046,590	54.1	24,657	30,194	2,356,749	69.3	17,355	23,357	.1151	.1119
Washoe	199.0	236.3	18.7	100.9	25.8	3,046,590	54.1	24,657	30,194	2,356,749	69.3	17,355	23,357	.1151	.1119
TOTAL METRO COUNTIES	674.7	806.5	19.5	332.0	27.1	9,010,899	51.7	22,738	27,141	6,469,175	66.3	14,888	19,485	.3436	.3306
TOTAL STATE	822.0	979.8	19.2	400.7	26.6	10,885,055	53.4	22,422	27,165	7,551,277	67.2	14,267	18,845	.4077	.3947
NEW HAMPSHIRE															
MANCHESTER - NASHUA	280.8	308.2	9.8	114.1	16.1	4,058,962	82.8	22,589	35,574	2,148,591	76.5	12,381	18,831	.1235	.1302
Hillsborough	280.8	308.2	9.8	114.1	16.1	4,058,962	82.8	22,589	35,574	2,148,591	76.5	12,381	18,831	.1235	.1302
PORTSMOUTH - DOVER - ROCHESTER	423.3	475.0	12.2	177.7	19.1	6,015,966	94.3	20,753	33,855	3,443,255	87.3	12,318	19,377	.1796	.1993
Rockingham	*194.5*	*222.6*	*14.4*	*82.9*	*21.6*	*3,321,715*	*109.3*	*23,267*	*40,069*	*1,950,649*	*96.4*	*14,562*	*23,530*	*.0917*	*.1077*
Strafford	86.6	95.0	9.7	35.0	17.1	1,000,[illegible]2	69.4	19,752	28,585	585,046	70.9	11,451	16,716	.0345	.0347
York, Me.	142.2	157.4	10.7	59.8	17.0	1,693,759	84.3	17,984	28,324	907,560	80.6	9,832	15,177	.0534	.0569
TOTAL METRO COUNTIES	561.9	625.8	11.4	232.0	18.1	8,381,169	90.6	22,392	36,126	4,684,286	83.5	12,997	20,191	.2497	.2726
TOTAL STATE	935.5	1,035.5	10.7	390.1	17.4	13,404,335	85.4	21,751	34,361	7,612,410	80.2	12,712	19,514	.4125	.4409
NEW JERSEY															
ATLANTIC CITY	195.4	205.1	5.0	78.7	8.4	3,181,729	106.5	21,225	40,429	1,886,282	88.9	13,751	23,968	.0905	.1028
Atlantic	195.4	205.1	5.0	78.7	8.4	3,181,729	106.5	21,225	40,429	1,886,282	88.9	13,751	23,968	.0905	.1028
JERSEY CITY	555.0	529.3	-4.6	207.1	-.7	7,301,699	64.1	21,337	35,257	2,576,891	55.6	7,944	12,443	.2227	.2084
Hudson	555.0	529.3	-4.6	207.1	-.7	7,301,699	64.1	21,337	35,257	2,576,891	55.6	7,944	12,443	.2227	.2084
LONG BRANCH - ASBURY PARK	506.1	526.7	4.1	190.6	10.2	8,277,425	75.8	27,223	43,428	3,662,807	68.9	12,537	19,217	.2414	.2439
Monmouth	506.1	526.7	4.1	190.6	10.2	8,277,425	75.8	27,223	43,428	3,662,807	68.9	12,537	19,217	.2414	.2439
NEWARK	1,958.7	1,909.3	-2.5	692.5	1.8	32,228,677	63.5	28,983	46,540	12,888,582	58.3	11,971	18,612	.9672	.9123
Essex	845.2	801.5	-5.2	294.0	-1.9	11,837,037	53.4	25,747	40,262	4,433,271	48.6	9,957	15,079	.3792	.3377
Morris	409.2	420.5	2.8	144.8	8.4	7,993,537	83.6	32,592	55,204	3,325,277	72.4	14,440	22,965	.2158	.2243
Somerset	203.5	206.4	1.4	73.4	7.5	3,621,128	60.4	33,062	49,334	1,539,489	61.4	13,963	20,974	.1096	.1035
Union	500.8	480.9	-4.0	180.3	1.1	8,776,975	63.1	30,156	48,680	3,590,545	58.0	12,742	19,914	.2626	.2468
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	595.8	599.0	.5	212.1	6.6	9,129,757	62.7	28,192	43,045	4,032,929	59.1	12,737	19,014	.2856	.2703
Middlesex	595.8	599.0	.5	212.1	6.6	9,129,757	62.7	28,192	43,045	4,032,929	59.1	12,737	19,014	.2856	.2703
PATERSON - CLIFTON - PASSAIC	446.1	438.0	-1.8	156.1	1.5	5,992,936	58.5	24,587	38,392	2,980,142	55.1	12,489	19,091	.2030	.1874
Passaic	446.1	438.0	-1.8	156.1	1.5	5,992,936	58.5	24,587	38,392	2,980,142	55.1	12,489	19,091	.2030	.1874
TRENTON	307.9	309.0	.4	112.5	5.4	4,465,454	57.8	26,526	39,693	2,152,847	57.4	12,820	19,136	.1474	.1368
Mercer	307.9	309.0	.4	112.5	5.4	4,465,454	57.8	26,526	39,693	2,152,847	57.4	12,820	19,136	.1474	.1368
VINELAND - MILLVILLE - BRIDGETON	133.5	138.2	3.5	48.4	8.0	1,595,900	71.4	20,785	32,973	980,501	70.2	12,856	20,258	.0553	.0552
Cumberland	133.5	138.2	3.5	48.4	8.0	1,595,900	71.4	20,785	32,973	980,501	70.2	12,856	20,258	.0553	.0552
TOTAL METRO COUNTIES	6,731.9	6,713.9	-.3	2,449.0	4.6	103,841,360	64.7	26,929	42,402	46,509,952	60.9	12,346	18,991	3.2251	3.0782
TOTAL STATE	7,380.2	7,473.7	1.3	2,738.0	6.3	113,088,891	66.6	26,357	41,303	51,862,806	63.3	12,330	18,942	3.5039	3.3879
NEW MEXICO															
ALBUQUERQUE	464.2	530.7	14.3	204.9	22.3	7,126,170	106.0	20,650	34,779	4,171,196	94.0	12,839	20,357	.2027	.2350
Bernalillo	428.1	485.9	13.5	190.0	21.5	6,901,644	107.4	21,276	36,324	4,115,180	94.2	13,552	21,659	.1949	.2267
Sandoval	36.1	44.8	24.1	14.9	34.2	224,526	71.1	11,822	15,069	56,016	80.6	2,794	3,759	.0078	.0083
LAS CRUCES	98.3	112.1	14.0	38.4	21.9	887,793	52.6	18,467	23,120	544,354	64.1	10,531	14,176	.0349	.0335
Dona Ana	98.3	112.1	14.0	38.4	21.9	887,793	52.6	18,467	23,120	544,354	64.1	10,531	14,176	.0349	.0335
TOTAL METRO COUNTIES	562.5	642.8	14.3	243.3	22.3	8,013,963	98.3	20,304	32,939	4,715,550	90.0	12,474	19,382	.2376	.2685
TOTAL STATE	1,323.1	1,484.4	12.2	544.6	19.7	17,923,806	97.3	19,974	32,912	10,596,599	90.0	12,262	19,458	.5394	.6055
NEW YORK															
ALBANY - SCHENECTADY - TROY	796.0	803.9	1.0	309.5	6.5	12,411,115	90.7	22,409	40,101	6,267,346	79.6	12,012	20,250	.3575	.3812
Albany	285.9	286.8	.3	114.6	6.3	5,211,617	91.9	25,187	45,477	2,660,276	78.2	13,846	23,214	.1462	.1564
Montgomery	53.2	51.9	-2.4	20.3	2.0	611,126	81.6	16,908	30,105	326,859	72.5	9,519	16,101	.0198	.0201
Rensselaer	151.9	151.0	-.6	55.7	4.7	2,142,961	91.5	21,037	38,473	768,757	79.1	8,068	13,802	.0375	.0611
Saratoga	156.1	172.1	10.2	62.3	16.9	2,079,867	100.5	19,458	33,385	1,305,539	93.2	12,679	20,956	.0632	.0717
Schenectady	148.9	142.1	-4.6	56.6	.5	2,365,541	81.7	23,125	41,794	1,205,915	71.7	12,478	21,306	.0708	.0719
BINGHAMTON	300.9	298.7	-.7	112.9	5.1	3,765,720	88.2	18,634	33,354	2,182,838	78.5	11,389	19,334	.1195	.1253
Broome	212.8	207.5	-2.5	80.0	3.4	2,847,253	93.3	19,030	35,591	1,810,477	80.3	12,970	22,631	.0904	.0962
Tioga	50.0	51.5	3.0	18.4	9.5	642,792	93.9	19,730	34,934	230,546	82.3	7,527	12,530	.0176	.0188
Susquehanna, Pa.	*38.1*	*39.7*	*4.2*	*14.5*	*9.8*	*275,675*	*40.0*	*14,916*	*19,012*	*141,815*	*52.7*	*7,036*	*9,780*	*.0115*	*.0103*
BUFFALO	1,233.3	1,173.3	-4.9	450.6	.8	17,482,892	79.1	21,827	38,799	9,284,684	67.9	12,364	20,605	.5489	.5485
Erie	1,007.1	952.2	-5.5	366.8	.1	14,702,227	77.9	22,550	40,082	7,557,745	66.2	12,411	20,605	.4572	.4538
Niagara	226.2	221.1	-2.3	83.8	3.7	2,780,665	85.5	18,553	33,182	1,726,939	75.9	12,149	20,608	.0917	.0947
ELMIRA	97.4	95.1	-2.4	35.9	3.2	1,264,110	88.3	19,291	35,212	672,223	75.0	11,037	18,725	.0389	.0406
Chemung	97.4	95.1	-2.4	35.9	3.2	1,264,110	88.3	19,291	35,212	672,223	75.0	11,037	18,725	.0389	.0406
GLENS FALLS	110.1	113.3	2.9	41.0	8.5	1,405,717	99.9	18,606	34,286	889,465	88.5	12,481	21,694	.0436	.0483
Warren	55.2	57.4	4.0	21.6	9.6	754,830	103.5	18,828	34,946	625,282	90.4	16,671	28,948	.0252	.0285
Washington	54.9	55.9	1.8	19.4	7.2	650,887	95.8	18,364	33,551	264,183	84.3	7,921	13,618	.0184	.0198

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop. (Thous.)	POPULATION 12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
NY (cont.)															
NASSAU - SUFFOLK	**2,611.5**	**2,661.4**	**1.9**	**882.3**	**7.7**	**50,930,665**	**97.5**	**31,473**	**57,725**	**22,996,621**	**80.6**	**15,542**	**26,064**	**1.3348**	**1.4607**
Nassau	1,315.6	1,293.2	-1.7	442.6	3.9	28,187,135	87.9	35,226	63,685	13,597,952	74.4	18,306	30,723	.7708	.8095
Suffolk	1,295.9	1,368.2	5.6	439.7	11.8	22,743,530	110.9	27,410	51,725	9,398,669	90.4	12,550	21,375	.5640	.6512
NEWBURGH - MIDDLETOWN	**262.8**	**282.9**	**7.6**	**95.9**	**11.8**	**3,572,498**	**98.2**	**21,011**	**37,252**	**2,094,394**	**88.6**	**12,946**	**21,839**	**.1072**	**.1192**
Orange	262.8	282.9	7.6	95.9	11.8	3,572,498	98.2	21,011	37,252	2,094,394	88.6	12,946	21,839	.1072	.1192
NEW YORK	**9,078.0**	**8,804.3**	**-3.0**	**3,614.9**	**-2.9**	**153,194,195**	**86.5**	**23,395**	**42,379**	**55,029,080**	**72.9**	**9,064**	**15,223**	**4.0476**	**4.1997**
Bronx	1,144.9	1,060.6	-7.4	407.7	-3.6	12,778,181	79.7	16,819	31,342	3,897,580	65.0	5,586	9,560	.3696	.3646
Kings	2,201.8	2,017.9	-8.4	800.8	-2.8	25,257,177	73.3	17,692	31,540	7,372,696	61.7	5,535	9,207	.7362	.7081
New York (Manhattan)	1,430.0	1,411.9	-1.3	766.9	7.6	37,093,618	102.6	25,699	48,368	16,927,776	83.0	12,982	22,073	.9172	1.0236
Putnam	78.7	89.1	13.2	30.0	19.5	1,233,705	123.7	21,970	41,124	541,989	108.7	10,348	18,066	.0302	.0372
Queens	1,897.1	1,902.0	.3	759.9	5.7	31,584,392	92.6	22,813	41,564	8,379,975	78.3	6,538	11,028	.7639	.8184
Richmond	356.6	385.7	8.2	132.9	13.7	5,271,008	107.1	21,768	39,661	1,835,083	90.3	8,251	13,808	.1313	.1502
Rockland	262.1	276.3	5.4	88.3	11.2	4,979,438	106.0	30,440	56,392	1,934,622	90.4	12,794	21,910	.1212	.1384
Westchester	864.6	846.4	-2.1	319.6	3.2	20,551,067	93.5	34,289	64,302	7,178,679	75.1	13,241	22,461	.4956	.5319
Bergen, N. J.	*842.2*	*814.4*	*-3.3*	*308.8*	*2.1*	*14,445,609*	*50.1*	*31,828*	*46,780*	*6,960,680*	*50.8*	*15,262*	*22,541*	*.4824*	*.4273*
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,558.4***	***16,279.0***	***-1.7***	***6,255.8***	***3.8***	***286,420,416***	***83.7***	***25,863***	***45,785***	***110,699,992***	***71.3***	***10,717***	***17,696***	***7.7535***	***7.9808***
POUGHKEEPSIE	**247.0**	**257.3**	**4.2**	**90.5**	**10.2**	**2,377,383**	**40.5**	**20,608**	**26,269**	**1,635,416**	**53.2**	**12,999**	**18,071**	**.1014**	**.0896**
Dutchess	247.0	257.3	4.2	90.5	10.2	2,377,383	40.5	20,608	26,269	1,635,416	53.2	12,999	18,071	.1014	.0896
ROCHESTER	**972.0**	**973.0**	**.1**	**366.8**	**6.0**	**17,905,081**	**102.5**	**25,553**	**48,814**	**8,278,903**	**85.9**	**12,873**	**22,571**	**.4673**	**.5199**
Livingston	57.2	58.6	2.4	20.1	8.6	690,713	101.6	18,522	34,364	362,265	88.6	10,382	18,023	.0205	.0224
Monroe	701.0	692.2	-1.3	267.4	4.9	13,956,310	98.9	27,521	52,193	5,899,148	81.6	12,745	22,061	.3556	.3897
Ontario	89.6	94.7	5.7	34.3	11.4	1,412,509	135.4	19,478	41,181	941,909	109.8	14,580	27,461	.0383	.0479
Orleans	38.5	38.8	.8	13.9	6.1	518,689	103.7	19,439	37,316	195,035	86.3	7,991	14,031	.0137	.0151
Wayne	85.7	88.7	3.5	31.1	8.4	1,326,860	111.0	21,909	42,664	880,546	91.6	16,016	28,313	.0392	.0448
SYRACUSE	**642.4**	**643.1**	**.1**	**239.7**	**6.0**	**10,383,551**	**93.9**	**23,685**	**43,319**	**5,118,883**	**79.3**	**12,628**	**21,355**	**.2925**	**.3143**
Madison	65.2	66.0	1.2	22.7	7.6	813,449	81.2	21,282	35,835	405,544	75.8	10,934	17,865	.0252	.0261
Onondaga	462.4	455.7	-1.4	174.6	4.5	7,947,508	92.4	24,715	45,518	4,006,812	77.5	13,512	22,949	.2245	.2391
Oswego	114.8	121.4	5.7	42.4	11.9	1,622,594	109.0	20,481	38,269	706,527	92.6	9,678	16,663	.0428	.0491
UTICA - ROME	**318.6**	**306.6**	**-3.8**	**113.9**	**1.5**	**4,268,089**	**93.6**	**19,737**	**37,648**	**2,297,856**	**79.1**	**11,438**	**20,174**	**.1287**	**.1363**
Herkimer	66.6	65.7	-1.4	24.7	3.8	843,176	106.3	17,176	34,137	386,116	88.3	8,614	15,632	.0234	.0260
Oneida	252.0	240.9	-4.4	89.2	.9	3,444,913	90.8	20,427	38,620	1,911,740	77.3	12,198	21,432	.1053	.1103
TOTAL METRO COUNTIES	**15,789.7**	**15,558.8**	**-1.5**	**6,030.6**	**4.2**	**264,259,732**	**91.9**	**23,797**	**43,820**	**109,645,214**	**77.6**	**10,669**	**18,181**	**7.0940**	**7.5460**
TOTAL STATE	**17,526.3**	**17,343.1**	**-1.0**	**6,684.1**	**4.7**	**287,070,102**	**92.7**	**23,330**	**42,948**	**122,179,066**	**78.7**	**10,708**	**18,279**	**7.7648**	**8.2907**
NORTH CAROLINA															
ASHEVILLE	**178.9**	**187.0**	**4.5**	**74.7**	**11.0**	**1,941,995**	**53.9**	**18,752**	**25,997**	**1,181,798**	**60.1**	**10,969**	**15,821**	**.0733**	**.0684**
Buncombe	162.1	169.8	4.8	68.2	11.1	1,843,741	54.7	19,414	27,034	1,136,587	60.4	11,542	16,665	.0690	.0646
Madison	16.8	17.2	2.4	6.5	10.2	98,254	40.4	11,861	15,116	45,211	53.1	5,004	6,956	.0043	.0038
BURLINGTON	**99.1**	**99.1**	**.0**	**38.8**	**6.6**	**866,219**	**28.1**	**18,576**	**22,325**	**575,456**	**43.6**	**11,013**	**14,831**	**.0398**	**.0327**
Alamance	99.1	99.1	.0	38.8	6.6	866,219	28.1	18,576	22,325	575,456	43.6	11,013	14,831	.0398	.0327
CHARLOTTE - GASTONIA	**642.8**	**679.2**	**5.7**	**259.4**	**12.3**	**6,745,884**	**29.5**	**22,553**	**26,006**	**4,134,381**	**44.3**	**12,401**	**15,938**	**.2888**	**.2405**
Gaston	163.3	168.4	3.1	62.5	9.3	1,483,361	30.1	19,930	23,734	885,826	45.9	10,611	14,173	.0645	.0541
Mecklenburg	407.9	431.1	5.7	169.4	12.7	4,655,104	27.1	24,368	27,480	2,912,132	42.0	13,645	17,191	.2004	.1640
Union	71.6	79.7	11.3	27.5	17.0	607,419	49.1	17,331	22,088	336,423	62.7	8,801	12,234	.0239	.0224
FAYETTEVILLE	**250.4**	**268.1**	**7.1**	**87.9**	**14.3**	**2,001,511**	**29.5**	**20,100**	**22,770**	**1,206,612**	**46.3**	**10,722**	**13,727**	**.0901**	**.0765**
Cumberland	250.4	268.1	7.1	87.9	14.3	2,001,511	29.5	20,100	22,770	1,206,612	46.3	10,722	13,727	.0901	.0765
GREENSBORO - WINSTON-SALEM - HIGH POINT	**834.2**	**881.0**	**5.6**	**342.5**	**12.3**	**8,233,864**	**28.9**	**20,946**	**24,040**	**5,079,826**	**43.8**	**11,582**	**14,832**	**.3585**	**.2985**
Davidson	114.4	122.6	7.2	46.3	13.2	1,067,306	34.0	19,472	23,052	487,230	48.6	8,016	10,523	.0421	.0362
Forsyth	245.5	258.5	5.3	103.5	12.4	2,491,473	24.9	21,655	24,072	1,638,490	42.8	12,455	15,831	.1121	.0915
Guilford	318.9	331.1	3.8	128.8	10.7	3,279,655	26.6	22,280	25,463	2,386,304	42.0	14,450	18,527	.1515	.1240
Randolph	92.9	100.2	7.9	38.5	14.2	778,210	27.7	18,077	20,213	353,937	45.4	7,223	9,193	.0324	.0273
Stokes	33.8	38.3	13.3	13.8	19.0	356,981	66.6	18,471	25,868	81,130	72.3	4,058	5,879	.0102	.0104
Yadkin	28.7	30.3	5.6	11.6	11.5	260,239	42.2	17,600	22,434	132,732	53.4	8,321	11,442	.0102	.0091
HICKORY	**131.5**	**140.9**	**7.1**	**53.4**	**13.9**	**1,443,837**	**50.5**	**20,449**	**27,038**	**900,805**	**59.3**	**12,060**	**16,869**	**.0554**	**.0515**
Alexander	25.4	28.1	10.6	10.3	17.0	218,993	49.2	16,681	21,261	73,484	57.5	5,302	7,134	.0076	.0072
Catawba	106.1	112.8	6.3	43.1	13.1	1,224,844	50.8	21,319	28,419	827,321	59.4	13,621	19,195	.0478	.0443
JACKSONVILLE	**113.8**	**119.6**	**5.1**	**34.9**	**12.6**	**819,708**	**43.5**	**18,429**	**23,487**	**440,870**	**51.5**	**9,388**	**12,632**	**.0349**	**.0312**
Onslow	113.8	119.6	5.1	34.9	12.6	819,708	43.5	18,429	23,487	440,870	51.5	9,388	12,632	.0349	.0312
RALEIGH - DURHAM	**538.8**	**594.4**	**10.3**	**230.4**	**18.3**	**6,261,312**	**46.2**	**21,986**	**27,176**	**3,538,568**	**59.7**	**11,378**	**15,358**	**.2337**	**.2146**
Durham	154.2	164.1	6.4	64.6	13.5	1,704,007	40.8	21,266	26,378	959,495	53.4	10,994	14,853	.0662	.0585
Orange	78.4	87.8	12.0	34.0	21.4	949,083	44.8	23,408	27,914	360,979	61.2	8,000	10,617	.0317	.0291
Wake	306.2	342.5	11.9	131.8	19.9	3,608,222	49.3	21,997	27,376	2,218,094	62.3	12,437	16,829	.1358	.1270
SALISBURY - CONCORD	**186.6**	**196.1**	**5.1**	**75.3**	**11.1**	**1,680,335**	**37.2**	**18,057**	**22,315**	**924,130**	**48.5**	**9,176**	**12,273**	**.0692**	**.0601**
Cabarrus	86.7	91.7	5.8	34.9	11.9	674,460	33.8	16,156	19,326	455,070	45.9	9,996	13,039	.0311	.0267
Rowan	99.9	104.4	4.5	40.4	10.4	1,005,875	39.7	19,679	24,898	469,060	51.2	8,477	11,610	.0381	.0334
WILMINGTON	**141.5**	**156.8**	**10.8**	**60.5**	**17.5**	**1,452,949**	**53.5**	**18,380**	**24,016**	**950,385**	**64.9**	**11,192**	**15,709**	**.0563**	**.0537**
Brunswick	36.6	42.3	15.6	15.9	23.3	307,834	57.1	15,190	19,361	145,185	71.3	6,569	9,131	.0112	.0111
New Hanover	104.9	114.5	9.2	44.6	15.5	1,145,115	52.6	19,446	25,675	805,200	63.8	12,737	18,054	.0451	.0426
TOTAL METRO COUNTIES	**3,129.0**	**3,336.0**	**6.6**	**1,263.2**	**13.5**	**31,527,019**	**36.4**	**20,773**	**24,958**	**18,970,230**	**49.9**	**11,371**	**15,018**	**1.3030**	**1.1309**
TOTAL STATE	**5,930.6**	**6,310.2**	**6.4**	**2,363.0**	**13.3**	**55,582,806**	**41.4**	**18,838**	**23,522**	**32,999,957**	**53.0**	**10,337**	**13,965**	**2.2723**	**2.0220**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					$$ EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
NORTH DAKOTA															
BISMARCK	**81.6**	**93.1**	**14.1**	**35.2**	**21.8**	**1,471,116**	**125.1**	**22,614**	**41,793**	**942,605**	**108.2**	**15,663**	**26,779**	**.0391**	**.0486**
Burleigh	56.0	64.4	15.0	24.7	22.9	1,053,298	122.2	23,585	42,644	703,642	107.3	16,891	28,488	.0285	.0351
Morton	25.6	28.7	12.1	10.5	19.3	417,818	132.8	20,398	39,792	238,963	111.2	12,859	22,758	.0106	.0135
FARGO - MOORHEAD	**139.0**	**149.6**	**7.6**	**58.0**	**15.8**	**1,979,201**	**66.5**	**23,729**	**34,124**	**1,403,909**	**74.1**	**16,093**	**24,205**	**.0700**	**.0700**
Cass	89.6	98.1	9.5	39.5	17.6	1,422,201	84.0	23,001	36,005	1,129,037	81.6	18,502	28,583	.0485	.0518
Clay, Minn.	*49.4*	*51.5*	*4.3*	*18.5*	*12.1*	*557,000*	*33.9*	*25,210*	*30,108*	*274,872*	*48.9*	*11,186*	*14,858*	*.0215*	*.0182*
GRAND FORKS	**101.4**	**104.9**	**3.5**	**38.6**	**10.6**	**997,061**	**37.3**	**20,808**	**25,831**	**752,797**	**50.2**	**14,357**	**19,503**	**.0445**	**.0386**
Grand Forks	66.6	69.3	4.1	25.2	11.5	640,227	31.8	21,494	25,406	517,382	47.3	15,542	20,531	.0302	.0256
Polk, Minn.	*34.8*	*35.6*	*2.3*	*13.4*	*8.9*	*356,834*	*48.4*	*19,547*	*26,629*	*235,415*	*57.1*	*12,180*	*17,568*	*.0143*	*.0130*
TOTAL METRO COUNTIES	**237.8**	**260.5**	**9.5**	**99.9**	**17.4**	**3,533,544**	**84.8**	**22,469**	**35,371**	**2,589,024**	**81.6**	**16,752**	**25,916**	**.1178**	**.1260**
TOTAL STATE	**657.1**	**682.6**	**3.9**	**257.9**	**10.9**	**8,931,253**	**77.7**	**21,622**	**34,631**	**5,385,131**	**75.2**	**13,217**	**20,881**	**.2916**	**.2988**
OHIO															
AKRON	**658.8**	**647.3**	**–1.7**	**246.0**	**4.1**	**7,365,909**	**41.1**	**22,100**	**29,943**	**4,083,515**	**44.9**	**11,929**	**16,600**	**.2890**	**.2469**
Portage	137.0	142.8	4.2	50.2	11.1	1,540,647	50.6	22,627	30,690	623,845	55.3	8,889	12,427	.0526	.0481
Summit	521.8	504.5	–3.3	195.8	2.5	5,825,262	38.7	21,975	29,751	3,459,670	43.1	12,648	17,669	.2364	.1988
CANTON	**405.2**	**411.0**	**1.4**	**154.7**	**7.1**	**4,748,330**	**50.1**	**21,906**	**30,694**	**2,736,359**	**52.2**	**12,451**	**17,688**	**.1784**	**.1606**
Carroll	25.9	28.1	8.5	9.8	12.6	285,119	77.6	18,450	29,094	150,355	76.1	9,812	15,342	.0093	.0096
Stark	379.3	382.9	.9	144.9	6.8	4,463,211	48.6	22,127	30,802	2,586,004	51.0	12,620	17,847	.1691	.1510
CINCINNATI	**1,403.3**	**1,418.6**	**1.1**	**539.2**	**6.8**	**18,051,986**	**56.1**	**22,897**	**33,479**	**9,539,915**	**56.9**	**12,046**	**17,693**	**.6303**	**.5827**
Clermont	131.2	151.0	15.1	53.1	22.6	1,798,718	67.8	24,759	33,874	777,266	76.3	10,180	14,638	.0548	.0557
Hamilton	869.1	843.8	–2.9	333.6	2.8	12,112,316	59.8	23,370	36,308	6,348,217	55.1	12,615	19,029	.4120	.3811
Warren	100.2	107.6	7.4	37.2	14.8	1,124,839	49.7	23,192	30,238	512,230	60.8	9,834	13,770	.0394	.0363
Dearborn, Ind.	*34.7*	*37.2*	*7.2*	*13.1*	*12.0*	*276,095*	*41.0*	*16,731*	*21,076*	*146,594*	*54.7*	*8,102*	*11,190*	*.0113*	*.0103*
Boone, Ky.	*47.2*	*54.6*	*15.7*	*19.0*	*22.6*	*567,038*	*52.5*	*23,982*	*29,844*	*683,471*	*68.2*	*26,216*	*35,972*	*.0270*	*.0262*
Campbell, Ky.	*83.0*	*81.0*	*–2.4*	*29.7*	*3.1*	*742,017*	*31.4*	*19,601*	*24,984*	*366,040*	*42.3*	*8,931*	*12,325*	*.0308*	*.0253*
Kenton, Ky.	*137.9*	*143.4*	*4.0*	*53.5*	*9.6*	*1,430,963*	*39.7*	*20,984*	*26,747*	*706,097*	*49.6*	*9,670*	*13,198*	*.0550*	*.0478*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop. (Thous.)	POPULATION 12/31/85 Total Pop. (Thous.)	POPULATION % Change 1980–1985	POPULATION 12/31/85 Total House-holds (Thous.)	POPULATION % Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1980–1985	EFFECTIVE BUYING INCOME Average Household EBI 1980	EFFECTIVE BUYING INCOME Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	RETAIL SALES % Change 1980–1985	RETAIL SALES Retail Sales Per Household 1980	RETAIL SALES Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
OH (cont.)															
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,664.5*	*1,696.9*	*1.9*	*640.7*	*7.7*	*21,667,653*	*58.5*	*22,986*	*33,819*	*11,077,620*	*58.7*	*11,735*	*17,290*	*.7392*	*.6921*
CLEVELAND	1,888.7	1,859.4	–1.6	728.8	4.3	24,258,264	41.8	24,478	33,285	12,924,120	47.8	12,512	17,733	.9083	.7811
Cuyahoga	1,483.6	1,422.4	–4.1	575.3	1.9	18,040,864	33.1	23,992	31,359	9,711,589	40.6	12,233	16,881	.7180	.5859
Geauga	75.4	82.1	8.9	26.9	15.0	1,049,393	68.6	26,602	39,011	489,590	72.9	12,098	18,200	.0325	.0327
Lake	213.9	221.6	3.6	81.4	10.7	3,715,858	78.7	28,285	45,649	1,795,109	74.2	14,018	22,053	.1080	.1111
Medina	115.8	133.3	15.1	45.2	21.5	1,452,149	69.7	23,007	32,127	927,832	77.7	14,034	20,527	.0498	.0514
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,823.8*	*2,792.4*	*–1.1*	*1,076.3*	*4.7*	*34,567,251*	*41.5*	*23,776*	*32,117*	*18,517,225*	*47.3*	*12,234*	*17,205*	*1.3107*	*1.1267*
COLUMBUS	1,099.3	1,139.1	3.6	445.0	10.1	13,448,331	46.7	22,681	30,221	7,487,514	51.5	12,222	16,826	.5026	.4478
Delaware	54.7	60.8	11.2	21.3	17.7	763,965	100.2	21,086	35,867	270,327	91.1	7,815	12,691	.0197	.0223
Fairfield	95.4	106.9	12.1	37.6	15.7	996,043	67.8	18,263	26,491	505,921	71.0	9,105	13,455	.0340	.0341
Franklin	871.9	889.7	2.0	357.8	9.0	10,896,082	41.5	23,443	30,453	6,337,731	48.2	13,026	17,713	.4214	.3651
Madison	33.3	35.7	7.2	12.4	13.8	348,800	63.2	19,611	28,129	164,226	67.5	8,994	13,244	.0119	.0116
Pickaway	44.0	46.0	4.5	15.9	10.4	443,441	57.2	19,595	27,889	209,309	63.2	8,905	13,164	.0156	.0147
DAYTON	828.7	820.0	–1.0	318.8	5.1	9,487,571	36.7	22,879	29,760	5,020,645	43.8	11,513	15,749	.3723	.3125
Greene	130.2	132.6	1.8	47.5	8.4	1,600,694	42.1	25,718	33,699	686,301	52.8	10,256	14,448	.0564	.0493
Miami	90.8	94.1	3.6	35.4	9.3	1,130,543	73.4	20,121	31,936	573,377	70.2	10,399	16,197	.0364	.0365
Montgomery	569.2	552.8	–2.9	221.2	3.5	6,414,636	31.0	22,909	28,999	3,597,026	38.7	12,131	16,261	.2653	.2149
Preble	38.5	40.5	5.2	14.7	10.5	341,698	30.0	19,760	23,245	163,941	46.2	8,430	11,152	.0142	.0118
DAYTON - SPRINGFIELD CONSOLIDATED AREA	*1,012.2*	*1,001.2*	*–1.1*	*387.7*	*5.0*	*11,314,027*	*37.6*	*22,282*	*29,182*	*5,997,108*	*44.3*	*11,262*	*15,468*	*.4444*	*.3748*
HAMILTON - MIDDLETOWN	261.2	278.3	6.5	101.5	12.9	3,615,667	71.3	23,482	35,622	1,537,705	71.2	9,989	15,150	.1089	.1094
Butler	261.2	278.3	6.5	101.5	12.9	3,615,667	71.3	23,482	35,622	1,537,705	71.2	9,989	15,150	.1089	.1094
LIMA	219.0	224.8	2.6	82.2	8.4	2,412,059	49.0	21,361	29,344	1,348,186	52.8	11,643	16,401	.0911	.0823
Allen	112.4	113.6	1.1	42.3	6.8	1,145,957	31.2	22,065	27,091	787,445	43.9	13,819	18,616	.0509	.0422
Auglaize	42.9	45.3	5.6	16.5	11.5	475,316	54.6	20,774	28,807	235,102	60.6	9,891	14,249	.0167	.0159
Putnam	33.1	34.2	3.3	11.3	9.7	472,693	118.2	21,030	41,831	174,743	96.0	8,656	15,464	.0116	.0138
Van Wert	30.6	31.7	3.6	12.1	9.0	318,093	43.7	19,939	26,289	150,896	51.2	8,990	12,471	.0119	.0104
LORAIN - ELYRIA	276.3	285.7	3.4	101.5	9.8	2,943,078	40.0	22,750	28,996	1,509,590	49.7	10,913	14,873	.1134	.0987
Lorain	276.3	285.7	3.4	101.5	9.8	2,943,078	40.0	22,750	28,996	1,509,590	49.7	10,913	14,873	.1134	.0987
MANSFIELD	131.2	131.9	.5	50.2	6.8	1,173,906	22.3	20,419	23,385	833,017	37.9	12,855	16,594	.0567	.0450
Richland	131.2	131.9	.5	50.2	6.8	1,173,906	22.3	20,419	23,385	833,017	37.9	12,855	16,594	.0567	.0450
NEWARK	121.9	128.9	5.7	48.1	11.9	1,099,591	40.7	18,171	22,861	612,478	49.4	9,531	12,733	.0449	.0396
Licking	121.9	128.9	5.7	48.1	11.9	1,099,591	40.7	18,171	22,861	612,478	49.4	9,531	12,733	.0449	.0396
PARKERSBURG - MARIETTA	164.2	172.0	4.8	64.9	10.2	1,983,095	62.2	20,762	30,556	1,273,168	63.6	13,214	19,617	.0723	.0696
Washington	64.9	69.0	6.3	25.6	12.3	769,527	78.0	18,964	30,060	449,561	74.8	11,283	17,561	.0256	.0264
Wirt, W. Va.	*5.0*	*5.4*	*8.0*	*1.8*	*5.9*	*44,718*	*88.1*	*13,983*	*24,843*	*12,679*	*78.9*	*4,170*	*7,044*	*.0014*	*.0015*
Wood, W. Va.	*94.3*	*97.6*	*3.5*	*37.5*	*9.0*	*1,168,850*	*52.4*	*22,289*	*31,169*	*810,928*	*57.8*	*14,941*	*21,625*	*.0453*	*.0417*
SPRINGFIELD	183.5	181.2	–1.3	68.9	4.7	1,826,456	42.1	19,532	26,509	976,463	46.9	10,105	14,172	.0721	.0623
Champaign	33.9	35.6	5.0	13.3	10.8	432,326	90.6	18,902	32,506	172,841	81.2	7,949	12,996	.0123	.0130
Clark	149.6	145.6	–2.7	55.6	3.3	1,394,130	31.7	19,672	25,074	803,622	41.1	10,586	14,454	.0598	.0493
STEUBENVILLE - WEIRTON	162.6	159.6	–1.8	60.2	3.8	2,047,451	52.3	23,183	34,011	909,686	55.9	10,062	15,111	.0693	.0626
Jefferson	91.2	88.9	–2.5	33.8	2.7	1,288,082	76.1	22,229	38,109	593,356	67.0	10,801	17,555	.0392	.0388
Brooke, W. Va.	*31.1*	*31.0*	*–.3*	*11.3*	*5.6*	*353,237*	*34.6*	*24,528*	*31,260*	*114,373*	*45.2*	*7,361*	*10,122*	*.0123*	*.0103*
Hancock, W. Va.	*40.3*	*39.7*	*–1.5*	*15.1*	*4.9*	*406,132*	*15.8*	*24,364*	*26,896*	*201,957*	*35.1*	*10,380*	*13,375*	*.0178*	*.0135*
TOLEDO	794.7	809.7	1.9	302.9	7.6	9,827,874	44.9	24,093	32,446	5,117,816	50.4	12,083	16,896	.3622	.3190
Fulton	38.1	40.8	7.1	14.5	13.3	412,016	49.9	21,469	28,415	208,644	56.1	10,439	14,389	.0151	.0140
Lucas	471.7	464.6	–1.5	181.3	4.1	5,921,185	39.6	24,371	32,660	3,260,699	45.0	12,917	17,985	.2281	.1935
Ottawa	40.3	41.9	4.0	15.8	9.7	450,400	48.7	21,029	28,506	219,689	56.1	9,775	13,904	.0162	.0147
Wood	108.8	118.7	9.1	41.9	15.4	1,196,920	39.0	23,729	28,566	708,711	55.6	12,548	16,914	.0474	.0420
Monroe, Mich.	*135.8*	*143.7*	*5.8*	*49.4*	*12.3*	*1,847,353*	*67.5*	*25,061*	*37,396*	*720,073*	*70.0*	*9,629*	*14,576*	*.0554*	*.0548*
YOUNGSTOWN - WARREN	530.7	528.0	–.5	199.1	5.5	5,976,677	38.4	22,890	30,018	3,332,493	47.5	11,976	16,738	.2357	.2010
Mahoning	288.3	280.8	–2.6	106.6	3.2	3,316,647	45.8	22,016	31,113	1,810,153	50.3	11,662	16,981	.1253	.1098
Trumbull	242.4	247.2	2.0	92.5	8.3	2,660,030	30.1	23,947	28,757	1,522,340	44.3	12,355	16,458	.1104	.0912
TOTAL METRO COUNTIES	8,667.1	8,714.1	.5	3,339.4	6.5	104,630,015	45.5	22,936	31,332	56,230,796	50.1	11,948	16,839	3.9047	3.4353
TOTAL STATE	10,813.3	10,962.4	1.4	4,160.5	7.2	126,189,054	47.2	22,079	30,330	67,886,720	51.7	11,526	16,317	4.6983	4.1822
OKLAHOMA															
ENID	63.4	68.1	7.4	27.6	13.6	1,022,717	112.2	19,830	37,055	653,917	96.3	13,711	23,693	.0293	.0342
Garfield	63.4	68.1	7.4	27.6	13.6	1,022,717	112.2	19,830	37,055	653,917	96.3	13,711	23,693	.0293	.0342
LAWTON	112.9	116.3	3.0	38.6	8.4	1,618,875	93.3	23,525	41,940	723,968	81.3	11,219	18,756	.0454	.0491
Comanche	112.9	116.3	3.0	38.6	8.4	1,618,875	93.3	23,525	41,940	723,968	81.3	11,219	18,756	.0454	.0491
OKLAHOMA CITY	843.7	913.8	8.3	363.1	13.9	17,804,511	126.0	24,707	49,035	8,968,544	100.9	14,002	24,700	.4298	.5263
Canadian	58.4	70.1	20.0	23.8	22.7	1,106,075	151.3	22,689	46,474	529,844	124.1	12,187	22,262	.0246	.0332
Cleveland	137.0	163.2	19.1	60.4	26.9	2,293,212	105.5	23,438	37,967	832,949	97.4	8,864	13,791	.0560	.0657
McClain	20.8	24.1	15.9	8.4	16.7	239,195	116.3	15,361	28,476	130,508	102.4	8,954	15,537	.0069	.0082
Oklahoma	571.3	593.6	3.9	247.1	10.3	13,325,688	127.9	26,087	53,928	7,026,780	99.4	15,725	28,437	.3206	.3923
Pottawatomie	56.2	62.8	11.7	23.4	14.1	840,341	130.7	17,766	35,912	448,463	106.7	10,582	19,165	.0217	.0269

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop. (Thous.)	POPULATION 12/31/85 Total Pop. (Thous.)	POPULATION % Change 1980–1985	POPULATION 12/31/85 Total House-holds (Thous.)	POPULATION % Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1980–1985	EFFECTIVE BUYING INCOME Average Household EBI 1980	EFFECTIVE BUYING INCOME Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	RETAIL SALES % Change 1980–1985	RETAIL SALES Retail Sales Per Household 1980	RETAIL SALES Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
OK (cont.)															
TULSA	**699.6**	**775.3**	**10.8**	**307.1**	**16.2**	**13,465,877**	**124.3**	**22,719**	**43,849**	**6,881,423**	**100.4**	**12,997**	**22,408**	**.3334**	**.4069**
Creek	60.2	68.2	13.3	25.0	16.8	857,230	115.8	18,559	34,289	338,950	99.7	7,931	13,558	.0216	.0256
Mayes	32.9	37.7	14.6	14.2	19.3	427,540	122.0	16,186	30,108	263,785	107.5	10,683	18,576	.0123	.0148
Osage	40.0	45.5	13.8	17.3	17.7	659,249	131.5	19,372	38,107	145,639	109.4	4,731	8,418	.0134	.0170
Rogers	47.8	56.6	18.4	19.6	21.0	715,549	145.0	18,031	36,508	325,352	119.4	9,156	16,600	.0168	.0222
Tulsa	475.4	513.2	8.0	213.0	14.7	10,163,902	121.7	24,683	47,718	5,692,684	98.4	15,447	26,726	.2570	.3102
Wagoner	43.3	54.1	24.9	18.0	25.9	642,407	154.7	17,641	35,689	115,013	127.3	3,538	6,390	.0123	.0171
TOTAL METRO COUNTIES	**1,792.2**	**1,955.1**	**9.1**	**766.3**	**14.6**	**34,740,023**	**123.6**	**23,248**	**45,335**	**17,627,398**	**100.0**	**13,189**	**23,003**	**.8593**	**1.0438**
TOTAL STATE	**3,059.5**	**3,317.3**	**8.4**	**1,292.3**	**13.3**	**52,699,628**	**121.2**	**20,898**	**40,780**	**26,847,368**	**99.0**	**11,830**	**20,775**	**1.3436**	**1.6143**
OREGON															
EUGENE - SPRINGFIELD	**279.9**	**313.9**	**12.1**	**128.0**	**19.9**	**3,305,642**	**56.0**	**19,844**	**25,825**	**2,413,943**	**66.7**	**13,560**	**18,859**	**.1279**	**.1234**
Lane	279.9	313.9	12.1	128.0	19.9	3,305,642	56.0	19,844	25,825	2,413,943	66.7	13,560	18,859	.1279	.1234
MEDFORD	**135.4**	**156.5**	**15.6**	**61.8**	**22.1**	**1,430,590**	**57.6**	**17,943**	**23,149**	**1,211,423**	**69.4**	**14,134**	**19,602**	**.0591**	**.0583**
Jackson	135.4	156.5	15.6	61.8	22.1	1,430,590	57.6	17,943	23,149	1,211,423	69.4	14,134	19,602	.0591	.0583
PORTLAND	**1,262.8**	**1,393.2**	**10.3**	**569.6**	**16.2**	**18,653,255**	**68.7**	**22,564**	**32,748**	**10,544,232**	**67.6**	**12,840**	**18,512**	**.6107**	**.6089**
Clackamas	248.0	289.4	16.7	107.8	23.1	4,105,142	90.9	24,549	38,081	1,757,189	89.1	10,608	16,300	.1098	.1222
Multnomah	563.7	570.9	1.3	253.0	7.2	6,618,307	36.6	20,523	26,159	4,624,952	44.2	13,585	18,280	.2825	.2386
Washington	253.6	301.7	19.0	120.8	27.0	4,675,471	93.8	25,373	38,704	2,974,960	93.3	16,186	24,627	.1365	.1548
Clark, Wash.	*197.5*	*231.2*	*17.1*	*88.0*	*23.4*	*3,254,335*	*97.3*	*23,137*	*36,981*	*1,187,131*	*92.5*	*8,649*	*13,490*	*.0819*	*.0933*
SALEM	**255.3**	**292.2**	**14.5**	**113.7**	**21.5**	**2,924,994**	**65.7**	**18,855**	**25,726**	**1,903,940**	**72.0**	**11,824**	**16,745**	**.1055**	**.1061**
Marion	209.2	240.4	14.9	93.6	22.0	2,324,845	59.2	19,041	24,838	1,686,183	69.9	12,937	18,015	.0895	.0882
Polk	46.1	51.8	12.4	20.1	18.9	600,149	97.2	18,011	29,858	217,757	90.2	6,776	10,834	.0160	.0179
TOTAL METRO COUNTIES	**1,735.9**	**1,924.6**	**10.9**	**785.1**	**17.2**	**23,060,146**	**62.4**	**21,202**	**27,372**	**14,886,407**	**66.4**	**13,357**	**18,961**	**.8213**	**.8034**
TOTAL STATE	**2,678.4**	**2,987.2**	**11.5**	**1,200.5**	**17.8**	**33,700,611**	**63.4**	**20,228**	**28,072**	**22,155,422**	**68.0**	**12,935**	**18,455**	**1.2123**	**1.1959**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM - EASTON	**640.0**	**663.1**	**3.6**	**255.5**	**9.1**	**9,186,667**	**69.2**	**23,200**	**35,956**	**4,547,144**	**67.8**	**11,578**	**17,797**	**.2898**	**.2861**
Carbon	53.5	55.0	2.8	21.5	8.0	491,833	49.7	16,514	22,876	251,094	55.5	8,112	11,679	.0187	.0171
Lehigh	275.0	284.6	3.5	113.1	9.5	4,358,939	71.1	24,668	38,541	2,468,363	68.9	14,143	21,825	.1396	.1389
Northampton	226.2	232.0	2.6	87.4	7.9	3,171,149	69.7	23,064	36,283	1,257,067	67.2	9,283	14,383	.0946	.0934
Warren, N. J.	*85.3*	*91.5*	*7.3*	*33.5*	*12.0*	*1,164,746*	*69.8*	*22,943*	*34,769*	*570,620*	*69.8*	*11,238*	*17,033*	*.0369*	*.0367*
ALTOONA	**136.7**	**138.0**	**1.0**	**52.5**	**6.1**	**1,396,784**	**53.9**	**18,333**	**26,605**	**926,551**	**56.8**	**11,939**	**17,649**	**.0554**	**.0509**
Blair	136.7	138.0	1.0	52.5	6.1	1,396,784	53.9	18,333	26,605	926,551	56.8	11,939	17,649	.0554	.0509
ERIE	**281.0**	**289.3**	**3.0**	**107.4**	**9.1**	**3,427,338**	**67.9**	**20,745**	**31,912**	**1,801,032**	**66.8**	**10,972**	**16,769**	**.1144**	**.1121**
Erie	281.0	289.3	3.0	107.4	9.1	3,427,338	67.9	20,745	31,912	1,801,032	66.8	10,972	16,769	.1144	.1121
HARRISBURG	**448.7**	**467.6**	**4.2**	**182.8**	**10.3**	**6,607,002**	**63.5**	**24,372**	**36,143**	**3,503,947**	**65.3**	**12,785**	**19,168**	**.2164**	**.2092**
Cumberland	179.4	189.4	5.6	71.8	12.4	2,988,393	68.6	27,746	41,621	1,650,508	69.3	15,257	22,988	.0949	.0940
Dauphin	233.0	238.0	2.1	96.2	7.8	3,301,251	60.7	23,028	34,317	1,696,982	61.9	11,753	17,640	.1096	.1040
Perry	36.3	40.2	10.7	14.8	16.5	317,358	48.5	16,831	21,443	156,457	62.0	7,606	10,571	.0119	.0112
JOHNSTOWN	**264.8**	**267.2**	**.9**	**98.8**	**6.4**	**2,952,097**	**52.0**	**20,911**	**29,880**	**1,604,427**	**57.0**	**10,999**	**16,239**	**.1086**	**.0990**
Cambria	183.1	182.1	-.5	67.3	5.2	2,197,017	58.0	21,724	32,645	1,244,754	59.6	12,184	18,496	.0787	.0732
Somerset	81.7	85.1	4.2	31.5	9.0	755,080	36.7	19,111	23,971	359,673	48.6	8,376	11,418	.0299	.0258
LANCASTER	**365.5**	**390.0**	**6.7**	**142.3**	**12.8**	**4,724,765**	**65.1**	**22,673**	**33,203**	**2,468,997**	**64.2**	**11,913**	**17,351**	**.1576**	**.1536**
Lancaster	365.5	390.0	6.7	142.3	12.8	4,724,765	65.1	22,673	33,203	2,468,997	64.2	11,913	17,351	.1576	.1536
NORTHEAST PENNSYLVANIA	**641.8**	**653.5**	**1.8**	**252.1**	**7.1**	**6,753,928**	**55.5**	**18,463**	**26,791**	**3,718,862**	**57.4**	**10,039**	**14,752**	**.2495**	**.2307**
Lackawanna	227.4	225.1	-1.0	86.1	4.2	2,234,765	48.0	18,279	25,955	1,218,660	52.2	9,695	14,154	.0864	.0769
Luzerne	343.1	344.3	.3	133.6	5.5	3,482,342	50.3	18,296	26,065	1,844,792	51.2	9,635	13,808	.1319	.1182
Monroe	71.3	84.1	18.0	32.4	24.1	1,036,821	100.1	19,855	32,001	655,410	91.9	13,086	20,229	.0312	.0356
PHILADELPHIA	**4,709.8**	**4,662.1**	**-1.0**	**1,723.4**	**4.3**	**67,648,413**	**65.4**	**24,738**	**39,253**	**29,994,304**	**61.5**	**11,232**	**17,404**	**2.1162**	**2.0236**
Bucks	483.8	517.9	7.0	181.7	13.6	6,778,588	61.3	26,259	37,306	3,819,296	62.5	14,690	21,020	.2312	.2219
Chester	320.1	342.2	6.9	121.5	13.4	5,537,860	85.7	27,851	45,579	2,159,250	80.0	11,203	17,772	.1475	.1570
Delaware	552.2	527.7	-4.4	196.4	1.4	9,531,908	80.8	27,211	48,533	3,992,878	68.6	12,229	20,330	.2672	.2701
Montgomery	644.6	653.6	1.4	243.4	7.6	12,185,763	73.5	31,036	50,065	5,348,848	66.0	14,240	21,976	.3501	.3481
Philadelphia	1,668.2	1,534.4	-8.0	596.2	-3.5	16,226,150	43.4	20,584	30,571	7,138,50[illegible]	42.3	8,124	11,973	.6523	.5509
Burlington, N. J.	*366.0*	*387.0*	*5.7*	*131.9*	*12.4*	*5,586,496*	*78.6*	*26,637*	*42,354*	*2,533,541*	*71.9*	*12,556*	*19,208*	*.1640*	*.1683*
Camden, N. J.	*472.8*	*481.5*	*1.8*	*176.6*	*7.4*	*7,093,564*	*73.7*	*24,832*	*40,167*	*3,320,595*	*66.0*	*12,164*	*18,803*	*.2161*	*.2147*
Gloucester, N. J.	*202.1*	*217.8*	*7.8*	*75.7*	*13.8*	*2,708,084*	*81.7*	*22,413*	*35,774*	*1,681,395*	*80.0*	*14,043*	*22,211*	*.0878*	*.0926*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,544.0***	***5,507.4***	***-.7***	***2,034.9***	***4.7***	***78,917,058***	***63.7***	***24,799***	***38,782***	***35,646,158***	***60.6***	***11,417***	***17,517***	***2.5032***	***2.3785***
PITTSBURGH	**2,253.5**	**2,185.8**	**-3.0**	**856.6**	**2.7**	**28,797,171**	**56.1**	**22,111**	**33,618**	**14,273,629**	**53.4**	**11,157**	**16,663**	**.9951**	**.9056**
Allegheny	1,438.4	1,360.8	-5.4	544.9	.4	19,359,162	54.6	23,065	35,528	9,462,317	50.7	11,571	17,365	.6661	.5974
Beaver	204.2	202.9	-.6	76.2	5.2	2,244,459	45.1	21,372	29,455	1,119,474	51.2	10,223	14,691	.0836	.0734
Washington	217.5	221.2	1.7	83.5	7.2	2,254,496	52.5	18,979	27,000	1,302,843	56.7	10,676	15,603	.0858	.0784
Westmoreland	393.4	400.9	1.9	152.0	7.7	4,939,054	70.4	20,548	32,494	2,388,995	64.2	10,308	15,717	.1596	.1564
READING	**314.1**	**324.0**	**3.2**	**125.6**	**8.3**	**4,148,970**	**59.1**	**22,481**	**33,033**	**2,128,379**	**59.6**	**11,495**	**16,946**	**.1408**	**.1326**
Berks	314.1	324.0	3.2	125.6	8.3	4,148,970	59.1	22,481	33,033	2,128,379	59.6	11,495	16,946	.1408	.1326
SHARON	**128.3**	**128.5**	**.2**	**47.9**	**6.0**	**1,524,850**	**75.9**	**19,175**	**31,834**	**877,816**	**69.6**	**11,452**	**18,326**	**.0511**	**.0513**
Mercer	128.3	128.5	.2	47.9	6.0	1,524,850	75.9	19,175	31,834	877,816	69.6	11,452	18,326	.0511	.0513

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
PA (cont.)															
STATE COLLEGE	113.6	120.0	5.6	41.7	13.0	1,359,141	83.2	20,102	32,593	831,247	78.3	12,636	19,934	.0450	.0470
Centre	113.6	120.0	5.6	41.7	13.0	1,359,141	83.2	20,102	32,593	831,247	78.3	12,636	19,934	.0450	.0470
WILLIAMSPORT	118.9	121.8	2.4	46.2	8.2	1,251,716	59.7	18,353	27,093	749,771	61.5	10,873	16,229	.0464	.0440
Lycoming	118.9	121.8	2.4	46.2	8.2	1,251,716	59.7	18,353	27,093	749,771	61.5	10,873	16,229	.0464	.0440
YORK	385.1	411.7	6.9	154.8	12.4	5,481,605	80.8	22,014	35,411	2,521,000	74.1	10,517	16,286	.1623	.1686
Adams	69.1	74.9	8.4	26.9	15.0	920,395	66.1	23,686	34,215	333,375	69.5	8,406	12,393	.0275	.0272
York	316.0	336.8	6.6	127.9	11.9	4,561,210	84.1	21,671	35,662	2,187,625	74.8	10,949	17,104	.1348	.1414
TOTAL METRO COUNTIES	9,713.7	9,684.5	–.3	3,684.4	5.2	128,983,232	61.7	22,766	35,008	61,982,770	59.6	11,088	16,823	4.2553	4.0123
TOTAL STATE	11,873.1	11,929.4	.5	4,518.0	5.9	151,333,434	62.1	21,894	33,496	74,825,262	60.5	10,932	16,562	5.0609	4.7933
RHODE ISLAND															
PROVIDENCE - WARWICK - PAWTUCKET	867.8	874.2	.7	335.2	6.6	11,232,087	64.4	21,718	33,509	4,923,986	60.7	9,742	14,690	.3592	.3432
Bristol	46.9	47.1	.4	16.7	7.1	684,319	86.8	23,482	40,977	184,929	73.9	6,817	11,074	.0175	.0183
Kent	154.8	161.2	4.1	61.1	10.9	2,201,299	69.4	23,583	36,028	1,236,687	67.1	13,428	20,240	.0723	.0714
Providence	571.6	566.4	–.9	221.5	4.5	7,105,026	61.9	20,705	32,077	2,977,018	57.4	8,92[illegible]	13,440	.2296	.2156
Washington	94.5	99.5	5.3	35.9	12.5	1,241,443	59.7	24,366	34,581	525,352	60.9	10,233	14,634	.0398	.0379
TOTAL METRO COUNTIES	867.8	874.2	.7	335.2	6.6	11,232,087	64.4	21,718	33,509	4,923,986	60.7	9,742	14,690	.3592	.3432
TOTAL STATE	949.6	950.2	.1	363.3	5.9	12,306,177	64.0	21,862	33,873	5,326,700	60.2	9,691	14,662	.3932	.3742
SOUTH CAROLINA															
ANDERSON	135.3	150.5	11.2	56.3	17.0	1,177,352	35.9	18,017	20,912	879,586	53.6	11,909	15,623	.0535	.0476
Anderson	135.3	150.5	11.2	56.3	17.0	1,177,352	35.9	18,017	20,912	879,586	53.6	11,909	15,623	.0535	.0476
CHARLESTON - NORTH CHARLESTON	436.8	487.0	11.5	168.0	18.6	3,864,098	44.4	18,890	23,001	2,418,685	56.3	10,923	14,397	1602	.1468
Berkeley	96.9	117.3	21.1	38.8	29.3	826,385	63.4	16,857	21,299	264,713	78.7	4,937	6,823	.0270	.0279
Charleston	279.5	295.3	5.7	104.3	12.6	2,577,992	37.6	20,233	24,717	1,869,437	51.4	13,335	17,924	.1145	.1002
Dorchester	60.4	74.4	23.2	24.9	30.4	459,721	54.6	15,572	18,463	284,535	72.5	8,636	11,427	.0187	.0187
COLUMBIA	414.7	459.1	10.7	162.4	18.5	4,378,764	45.6	21,936	26,963	2,639,970	57.5	12,229	16,256	.1715	.1567
Lexington	144.3	171.7	19.0	62.4	26.1	1,536,994	60.7	19,326	24,631	769,682	74.0	8,937	12,335	.0529	.0529
Richland	270.4	287.4	6.3	100.0	14.2	2,841,770	38.6	23,411	28,418	1,870,288	51.5	14,089	18,703	.1186	.1038
FLORENCE	111.7	123.1	10.2	42.8	16.9	977,383	39.5	19,139	22,836	738,356	55.2	12,995	17,251	.0439	.0395
Florence	111.7	123.1	10.2	42.8	16.9	977,383	39.5	19,139	22,836	738,356	55.2	12,995	17,251	.0439	.0395
GREENVILLE - SPARTANBURG	575.4	624.7	8.6	231.9	14.9	5,671,164	41.7	19,840	24,455	3,836,188	56.1	12,176	16,542	.2368	.2133
Greenville	291.2	315.8	8.4	119.4	14.9	3,068,408	40.2	21,068	25,699	2,022,474	54.6	12,589	16,939	.1264	.1126
Pickens	80.7	91.2	13.0	32.1	20.2	615,137	36.2	16,917	19,163	416,781	57.0	9,944	12,984	.0276	.0251
Spartanburg	203.5	217.7	7.0	80.4	12.9	1,987,619	45.8	19,144	24,722	1,396,933	58.1	12,410	17,375	.0828	.0756
ROCK HILL	108.4	120.7	11.3	42.3	18.2	1,006,959	41.2	19,921	23,805	602,019	57.9	10,649	14,232	.0411	.0373
York	108.4	120.7	11.3	42.3	18.2	1,006,959	41.2	19,921	23,805	602,019	57.9	10,649	14,232	.0411	.0373
TOTAL METRO COUNTIES	1,889.1	2,080.3	10.1	746.4	16.9	18,221,297	42.9	19,980	24,412	11,658,163	56.3	11,681	15,619	.7487	.6791
TOTAL STATE	3,157.7	3,445.8	9.1	1,223.2	15.9	28,352,395	43.1	18,780	23,179	18,044,187	56.8	10,909	14,752	1.1801	1.0725

In South Carolina, Metro Greenville is the No. 1:

- ☐ Food Market
- ☐ Liquor Market
- ☐ Automotive Market
- ☐ Home Furnishings Market
- ☐ Building Supply Market
- ☐ Drugstore Market
- ☐ Market for Population
- ☐ Apparel/Accessories Market
- ☐ White-collar Employment Market
- ☐ Market for Effective Buying Income
- ☐ Market for Households
- ☐ Market for Total Retail Sales

☑ ALL OF THE ABOVE

Metro Greenville is the first and only $2 billion market for total retail sales in South Carolina. Reach it efficiently with

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
SOUTH DAKOTA															
SIOUX FALLS	110.6	118.9	7.5	47.3	15.1	1,448,210	48.0	23,802	30,618	1,193,865	59.0	18,264	25,240	.0600	.0549
Minnehaha	110.6	118.9	7.5	47.3	15.1	1,448,210	48.0	23,802	30,618	1,193,865	59.0	18,264	25,240	.0600	.0549
TOTAL METRO COUNTIES	110.6	118.9	7.5	47.3	15.1	1,448,210	48.0	23,802	30,618	1,193,865	59.0	18,264	25,240	.0600	.0549
TOTAL STATE	694.2	716.5	3.2	270.2	9.5	7,564,963	53.8	19,941	27,998	4,881,966	59.4	12,417	18,068	.2913	.2705
TENNESSEE															
CHATTANOOGA	430.4	458.7	6.6	172.7	12.4	4,306,322	57.7	17,770	24,935	2,732,638	62.0	10,973	15,823	.1652	.1575
Hamilton	289.8	305.7	5.5	117.0	11.3	3,049,982	59.0	18,255	26,068	2,111,857	61.6	12,431	18,050	.1189	.1130
Marion	24.7	26.7	8.1	9.8	15.3	209,837	47.5	16,735	21,412	102,550	55.5	7,760	10,464	.0081	.0076
Sequatchie	8.8	10.0	13.6	3.5	16.7	68,380	48.7	15,329	19,537	24,595	57.0	5,222	7,027	.0023	.0025
Catoosa, Ga.	*37.7*	*42.5*	*12.7*	*15.4*	*18.5*	*290,165*	*51.0*	*14,784*	*18,842*	*207,663*	*64.7*	*9,701*	*13,485*	*.0125*	*.0119*
Dade, Ga.	*12.5*	*13.7*	*9.6*	*4.7*	*14.6*	*151,133*	*106.2*	*17,874*	*32,156*	*74,780*	*95.2*	*9,345*	*15,911*	*.0044*	*.0051*
Walker, Ga.	*56.9*	*60.1*	*5.6*	*22.3*	*11.5*	*536,825*	*49.6*	*17,943*	*24,073*	*211,193*	*57.7*	*6,697*	*9,471*	*.0190*	*.0174*
CLARKSVILLE - HOPKINSVILLE	153.0	172.7	12.9	58.0	20.1	1,786,679	82.9	20,225	30,805	1,022,995	79.5	11,801	17,638	.0581	.0617
Montgomery	85.2	98.0	15.0	34.7	23.0	1,262,273	114.7	20,846	36,377	644,370	99.4	11,461	18,570	.0337	.0401
Christian, Ky.	*67.8*	*74.7*	*10.2*	*23.3*	*15.9*	*524,406*	*34.8*	*19,355*	*22,507*	*378,625*	*53.4*	*12,277*	*16,250*	*.0244*	*.0216*
JOHNSON CITY - KINGSPORT - BRISTOL	437.7	464.8	6.2	176.5	12.2	4,666,997	76.1	16,849	26,442	2,981,034	73.7	10,908	16,890	.1647	.1680
Carter	50.7	53.9	6.3	20.7	13.1	395,998	56.4	13,836	19,130	180,193	60.9	6,119	8,705	.0150	.0141
Hawkins	44.5	49.7	11.7	18.5	17.8	321,393	50.2	13,629	17,373	115,104	60.0	4,583	6,222	.0121	.0113
Sullivan	145.0	151.9	4.8	58.8	10.9	1,887,173	92.4	18,509	32,095	1,290,928	82.3	13,360	21,955	.0617	.0666
Unicoi	16.4	16.9	3.0	6.5	8.3	101,285	38.1	12,227	15,582	48,699	50.6	5,390	7,492	.0044	.0039
Washington	89.8	96.9	7.9	36.4	14.1	1,308,010	102.5	20,248	35,934	711,372	90.2	11,723	19,543	.0373	.0420
Bristol, Va.	*19.0*	*18.9*	*-.5*	*8.4*	*12.0*	*134,938*	*41.7*	*12,697*	*16,064*	*340,209*	*55.1*	*29,253*	*40,501*	*.0111*	*.0100*
Scott, Va.	*25.1*	*25.1*	*.0*	*9.2*	*4.5*	*161,858*	*33.5*	*13,782*	*17,593*	*89,356*	*45.5*	*6,981*	*9,713*	*.0075*	*.0063*
Washington, Va.	*47.2*	*51.5*	*9.1*	*18.0*	*11.8*	*356,342*	*33.7*	*16,549*	*19,797*	*205,173*	*50.2*	*8,484*	*11,399*	*.0156*	*.0138*
KNOXVILLE	481.5	516.0	7.2	203.2	13.8	6,022,750	65.9	20,325	29,640	3,439,778	65.7	11,622	16,928	.2069	.2028
Anderson	67.8	71.1	4.9	28.0	11.6	841,279	74.4	19,224	30,046	482,002	72.2	11,153	17,214	.0280	.0283
Blount	78.8	86.1	9.3	33.2	15.3	872,355	60.9	18,824	26,276	502,151	66.7	10,461	15,125	.0312	.0304
Knox	323.0	345.5	7.0	137.1	13.7	4,160,747	63.5	21,098	30,348	2,426,225	63.8	12,279	17,697	.1444	.1401
Union	11.9	13.3	11.8	4.9	19.5	148,367	143.3	14,875	30,279	29,400	115.5	3,328	6,000	.0033	.0040
MEMPHIS	919.5	961.7	4.6	353.3	11.1	12,215,110	78.1	21,567	34,574	6,280,330	70.6	11,575	17,776	.3838	.3911
Shelby	781.6	810.2	3.7	302.3	10.2	10,937,552	79.1	22,274	36,181	5,594,355	70.9	11,941	18,506	.3385	.3456
Tipton	33.1	35.8	8.2	12.4	13.8	208,639	42.8	13,401	16,826	109,746	51.8	6,632	8,850	.0092	.0083
Crittenden, Ark.	*49.1*	*50.8*	*3.5*	*17.4*	*10.1*	*425,961*	*53.5*	*17,563*	*24,481*	*346,537*	*60.9*	*13,630*	*19,916*	*.0186*	*.0174*
De Soto, Miss.	*55.7*	*64.9*	*16.5*	*21.2*	*24.0*	*642,958*	*96.6*	*19,126*	*30,328*	*229,692*	*93.0*	*6,960*	*10,835*	*.0175*	*.0198*
NASHVILLE-DAVIDSON	862.2	942.3	9.3	355.1	14.8	10,686,339	59.2	21,710	30,094	6,162,900	61.4	12,349	17,355	.3792	.3628
Cheatham	22.3	26.8	20.2	9.0	23.3	204,937	65.0	17,014	22,771	61,630	70.5	4,952	6,848	.0064	.0066
Davidson	479.9	493.8	2.9	198.6	9.7	6,340,795	48.7	23,561	31,927	4,030,612	52.8	14,574	20,295	.2415	.2168
Dickson	30.6	34.8	13.7	12.9	19.4	254,956	52.5	15,485	19,764	179,165	65.0	10,056	13,889	.0107	.0103
Robertson	37.6	41.7	10.9	14.8	15.6	413,129	85.5	17,399	27,914	200,752	81.3	8,653	13,564	.0129	.0138
Rutherford	86.0	99.4	15.6	35.3	22.1	955,205	74.2	18,974	27,060	570,661	78.2	11,080	16,166	.0326	.0340
Sumner	88.2	104.9	18.9	36.4	23.4	1,025,296	70.1	20,430	28,167	454,758	77.1	8,702	12,493	.0324	.0335
Williamson	60.0	72.9	21.5	24.4	25.8	872,793	111.6	21,259	35,770	417,041	102.9	10,594	17,092	.0231	.0276
Wilson	57.6	68.0	18.1	23.7	21.5	619,228	67.1	19,006	26,128	248,281	74.2	7,308	10,476	.0196	.0202
TOTAL METRO COUNTIES	2,913.3	3,114.0	6.9	1,178.9	13.1	36,459,611	69.9	20,582	30,927	20,536,447	67.6	11,750	17,420	1.2273	1.2206
TOTAL STATE	4,640.5	4,987.8	7.5	1,877.9	13.6	53,318,746	72.3	18,713	28,393	29,527,455	70.0	10,506	15,724	1.7988	1.8121
TEXAS															
ABILENE	140.7	150.9	7.2	56.0	12.2	1,852,554	81.0	20,508	33,081	1,274,451	78.3	14,323	22,758	.0629	.0657
Callahan	11.2	12.9	15.2	4.9	16.7	149,663	106.7	17,242	30,543	53,115	96.7	6,429	10,840	.0038	.0044
Jones	17.4	18.3	5.2	6.8	6.3	193,233	70.5	17,706	28,417	103,456	68.6	9,587	15,214	.0067	.0066
Taylor	112.1	119.7	6.8	44.3	12.7	1,509,658	80.2	21,313	34,078	1,117,880	78.5	15,938	25,234	.0524	.0547
AMARILLO	176.3	193.5	9.8	76.9	16.2	2,361,468	57.5	22,649	30,708	1,995,888	66.2	18,137	25,954	.0940	.0906
Potter	99.4	104.6	5.2	42.5	10.7	1,251,210	57.3	20,714	29,440	1,337,050	63.5	21,293	31,460	.0560	.0534
Randall	76.9	88.9	15.6	34.4	23.7	1,110,258	57.7	25,323	32,275	658,838	72.0	13,778	19,152	.0380	.0372
AUSTIN	550.8	643.1	16.8	253.6	24.4	7,036,941	51.9	22,727	27,748	4,284,311	63.6	12,848	16,894	.2573	.2451
Hays	41.5	48.0	15.7	16.4	25.2	362,490	65.8	16,691	22,103	230,752	75.8	10,021	14,070	.0137	.0141
Travis	429.5	493.8	15.0	203.4	23.5	5,996,803	49.8	24,312	29,483	3,696,681	61.7	13,879	18,174	.2190	.2051
Williamson	79.8	101.3	26.9	33.8	30.0	677,648	65.7	15,730	20,049	356,878	77.3	7,743	10,559	.0246	.0259
BEAUMONT - PORT ARTHUR - ORANGE	378.1	396.3	4.8	148.5	10.7	5,910,133	84.2	23,903	39,799	3,525,878	79.9	14,605	23,743	.1825	.1925
Hardin	41.6	47.7	14.7	16.9	19.9	449,905	62.0	19,702	26,622	289,166	72.1	11,917	17,110	.0166	.0165
Jefferson	251.6	256.7	2.0	98.9	8.1	4,305,772	92.7	24,418	43,537	2,634,560	83.0	15,735	26,639	.1284	.1388
Orange	84.9	91.9	8.2	32.7	14.3	1,154,456	65.9	24,326	35,304	602,152	71.0	12,314	18,414	.0375	.0372
BROWNSVILLE - HARLINGEN - SAN BENITO	215.3	253.8	17.9	75.1	24.1	1,339,503	41.0	15,706	17,836	1,276,006	62.3	12,996	16,991	.0695	.0660
Cameron	215.3	253.8	17.9	75.1	24.1	1,339,503	41.0	15,706	17,836	1,276,006	62.3	12,996	16,991	.0695	.0660
BRYAN - COLLEGE STATION	96.2	115.4	20.0	44.4	30.6	1,131,933	66.4	20,003	25,494	738,597	81.5	11,967	16,635	.0397	.0412
Brazos	96.2	115.4	20.0	44.4	30.6	1,131,933	66.4	20,003	25,494	738,597	81.5	11,967	16,635	.0397	.0412

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / STATE / S&MM METRO AREA / County	POPULATION 12/31/80 Total Pop. (Thous.)	POPULATION 12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
TX (cont)															
CORPUS CHRISTI	**379.5**	**352.2**	**6.9**	**120.6**	**13.0**	**3,584,341**	**59.1**	**21,113**	**29,721**	**2,378,852**	**64.9**	**13,518**	**19,725**	**.1358**	**.1306**
Nueces	270.6	287.1	6.1	99.6	12.3	2,877,900	50.6	21,540	28,895	1,918,004	58.8	13,618	19,257	.1139	.1053
San Patricio	58.9	65.1	10.5	21.0	16.7	706,441	106.5	19,008	33,640	460,848	96.6	13,023	21,945	.0219	.0253
DALLAS - FORT WORTH	**3,023.5**	**3,340.5**	**10.5**	**1,286.9**	**16.4**	**48,603,065**	**71.1**	**25,701**	**37,768**	**26,678,643**	**69.3**	**14,261**	**20,731**	**1.5371**	**1.5474**
Collin	150.9	194.3	28.8	63.7	31.6	2,348,944	113.4	22,741	36,875	894,975	109.7	8,818	14,050	.0567	.0702
Dallas	1,574.7	1,690.4	7.3	676.5	14.3	27,973,565	69.6	27,853	41,350	15,371,031	67.7	15,476	22,721	.8770	.8717
Denton	148.9	184.7	24.0	66.0	28.4	2,825,103	131.3	23,762	42,805	1,047,523	112.3	9,601	15,872	.0620	.0799
Ellis	60.8	67.9	11.7	23.3	14.8	646,171	57.7	20,183	27,733	335,210	66.4	9,926	14,387	.0229	.0221
Hood	18.6	24.2	30.1	9.7	36.6	217,687	89.9	16,146	22,442	142,901	93.0	10,427	14,732	.0070	.0081
Johnson	69.3	81.2	17.2	28.7	20.6	754,190	64.4	19,272	26,278	437,408	74.0	10,561	15,241	.0265	.0269
Kaufman	39.7	43.6	9.8	15.1	12.7	398,763	59.4	18,667	26,408	257,121	64.2	11,688	17,028	.0153	.0147
Parker	45.6	51.5	12.9	18.8	16.8	639,950	83.6	21,655	34,040	334,110	80.8	11,475	17,772	.0194	.0208
Rockwall	15.1	19.1	26.5	6.6	29.4	173,595	80.8	18,825	26,302	97,666	87.2	10,229	14,798	.0056	.0062
Tarrant	872.8	952.8	9.2	367.3	15.5	12,221,924	58.3	24,286	33,275	7,594,361	62.5	14,702	20,676	.4344	.4148
Wise	27.1	30.8	13.7	11.2	16.7	403,173	109.1	20,081	35,998	166,337	98.2	8,743	14,852	.0103	.0120
EL PASO	**489.4**	**556.0**	**13.6**	**173.1**	**19.5**	**4,813,481**	**61.7**	**20,552**	**27,808**	**3,290,050**	**68.2**	**13,505**	**19,007**	**.1857**	**.1839**
El Paso	489.4	556.0	13.6	173.1	19.5	4,813,481	61.7	20,552	27,808	3,290,050	68.2	13,505	19,007	.1857	.1839
GALVESTON - TEXAS CITY	**198.3**	**214.3**	**8.1**	**80.7**	**14.0**	**2,554,161**	**64.0**	**21,995**	**31,650**	**1,666,030**	**69.6**	**13,874**	**20,645**	**.0907**	**.0893**
Galveston	198.3	214.3	8.1	80.7	14.0	2,554,161	64.0	21,995	31,650	1,666,030	69.6	13,874	20,645	.0907	.0893
HOUSTON	**2,977.3**	**3,487.5**	**17.1**	**1,318.2**	**23.9**	**55,954,716**	**93.0**	**27,258**	**42,448**	**32,002,551**	**87.4**	**16,057**	**24,277**	**1.5902**	**1.7753**
Brazoria	174.6	209.4	19.9	71.5	27.5	2,863,725	95.6	26,096	40,052	1,340,189	94.6	12,275	18,744	.0771	.0880
Fort Bend	137.5	181.1	31.7	59.0	39.5	1,351,496	77.8	17,972	22,907	695,972	87.7	8,767	11,796	.0445	.0495
Harris	2,461.8	2,838.9	15.3	1,100.2	22.4	48,757,409	92.4	28,193	44,317	28,184,746	86.2	16,837	25,618	1.3841	1.5359
Liberty	48.2	55.9	16.0	20.4	22.2	541,941	67.3	19,399	26,566	380,695	74.7	13,046	18,662	.0198	.0203
Montgomery	135.0	179.1	32.7	59.9	36.8	2,280,441	128.2	22,819	38,071	1,158,398	121.4	11,944	19,339	.0555	.0726
Waller	20.2	23.1	14.4	7.2	22.0	159,704	54.0	17,581	22,181	242,551	68.7	24,369	33,688	.0092	.0090
HOUSTON - GALVESTON CONSOLIDATED AREA	***3,175.6***	***3,701.8***	***16.6***	***1,398.9***	***23.3***	***58,508,877***	***91.5***	***26,929***	***41,825***	***33,668,581***	***86.4***	***15,920***	***24,068***	***1.6809***	***1.8646***
KILLEEN - TEMPLE	**219.2**	**252.1**	**15.0**	**83.1**	**21.1**	**2,420,112**	**70.1**	**20,735**	**29,123**	**1,292,077**	**78.4**	**10,557**	**15,548**	**.0808**	**.0835**
Bell	161.0	182.6	13.4	64.6	19.4	1,916,193	75.2	20,217	29,662	1,153,476	79.7	11,865	17,856	.0641	.0672
Coryell	58.2	69.5	19.4	18.5	27.6	503,919	53.3	22,669	27,239	138,601	68.4	5,675	7,492	.0167	.0163
LAREDO	**101.4**	**116.0**	**14.4**	**31.2**	**17.3**	**908,844**	**108.2**	**16,407**	**29,130**	**1,061,440**	**98.0**	**20,149**	**34,021**	**.0377**	**.0438**
Webb	101.4	116.0	14.4	31.2	17.3	908,844	108.2	16,407	29,130	1,061,440	98.0	20,149	34,021	.0377	.0438
LONGVIEW - MARSHALL	**154.4**	**171.5**	**11.1**	**64.3**	**16.3**	**1,986,594**	**74.6**	**20,571**	**30,896**	**1,572,281**	**75.8**	**16,171**	**24,452**	**.0728**	**.0751**
Gregg	101.5	114.8	13.1	43.7	18.4	1,346,497	71.9	21,233	30,812	1,236,628	75.7	19,071	28,298	.0524	.0539
Harrison	52.9	56.7	7.2	20.6	12.0	640,097	80.8	19,244	31,073	335,653	76.2	10,354	16,294	.0204	.0212
LUBBOCK	**214.3**	**232.5**	**8.5**	**86.2**	**15.7**	**2,874,850**	**63.7**	**23,566**	**33,351**	**2,182,607**	**70.5**	**17,179**	**25,320**	**.1069**	**.1057**
Lubbock	214.3	232.5	8.5	86.2	15.7	2,874,850	63.7	23,566	33,351	2,182,607	70.5	17,179	25,320	.1069	1057
McALLEN - PHARR - EDINBURG	**291.8**	**351.3**	**20.4**	**99.9**	**26.8**	**2,222,597**	**78.5**	**15,802**	**22,248**	**2,043,119**	**84.3**	**14,071**	**20,452**	**.0942**	**.1025**
Hidalgo	291.8	351.3	20.4	99.9	26.8	2,222,597	78.5	15,802	22,248	2,043,119	84.3	14,071	20,452	.0942	.1025
MIDLAND	**84.2**	**94.8**	**12.6**	**36.6**	**19.6**	**1,575,154**	**84.4**	**27,909**	**43,037**	**945,519**	**83.1**	**16,871**	**25,834**	**.0469**	**.0504**
Midland	84.2	94.8	12.6	36.6	19.6	1,575,154	84.4	27,909	43,037	945,519	83.1	16,871	25,834	.0469	.0504
ODESSA	**117.5**	**131.3**	**11.7**	**49.8**	**19.1**	**1,421,206**	**46.5**	**23,202**	**28,538**	**1,310,731**	**62.5**	**19,302**	**26,320**	**.0621**	**.0578**
Ector	117.5	131.3	11.7	49.8	19.1	1,421,206	46.5	23,202	28,538	1,310,731	62.5	19,302	26,320	.0621	.0578
SAN ANGELO	**85.9**	**93.5**	**8.8**	**35.8**	**15.1**	**875,652**	**46.0**	**19,285**	**24,460**	**775,457**	**59.6**	**15,624**	**21,661**	**.0391**	**.0361**
Tom Green	85.9	93.5	8.8	35.8	15.1	875,652	46.0	19,285	24,460	775,457	59.6	15,624	21,661	.0391	.0361
SAN ANTONIO	**1,086.7**	**1,183.7**	**8.9**	**413.4**	**15.5**	**13,278,678**	**68.5**	**22,009**	**32,121**	**7,880,564**	**69.6**	**12,980**	**19,063**	**.4566**	**.4560**
Bexar	1,001.6	1,085.5	8.4	377.4	14.9	12,239,653	67.7	22,231	32,432	7,284,084	68.6	13,156	19,301	.4230	.4203
Comal	37.4	43.9	17.4	16.6	23.9	533,842	101.8	19,741	32,159	320,495	96.0	12,204	19,307	.0157	.0180
Guadalupe	47.7	54.3	13.8	19.4	19.8	505,183	60.7	19,404	26,040	275,985	69.4	10,058	14,226	.0179	.0177
SHERMAN - DENISON	**90.3**	**93.7**	**3.8**	**37.8**	**9.6**	**1,074,477**	**45.3**	**21,435**	**28,425**	**624,695**	**54.0**	**11,761**	**16,526**	**.0409**	**.0366**
Grayson	90.3	93.7	3.8	37.8	9.6	1,074,477	45.3	21,435	28,425	624,695	54.0	11,761	16,526	.0409	.0366
TEXARKANA	**128.2**	**136.6**	**6.6**	**51.6**	**11.2**	**1,256,335**	**63.4**	**16,575**	**24,348**	**923,789**	**65.8**	**12,005**	**17,903**	**.0496**	**.0487**
Bowie	75.9	80.1	5.5	30.9	10.8	762,655	68.3	16,239	24,681	605,266	70.1	12,751	19,588	.0301	.0301
Little River, Ark.	*14.2*	*15.9*	*12.0*	*5.5*	*14.6*	*185,287*	*112.6*	*18,159*	*33,689*	*70,523*	*94.5*	*7,553*	*12,822*	*.0048*	*.0056*
Miller, Ark.	*38.1*	*40.6*	*6.6*	*15.2*	*10.9*	*308,393*	*34.7*	*16,706*	*20,289*	*248,000*	*50.3*	*12,047*	*16,316*	*.0147*	*.0130*
TYLER	**130.9**	**148.0**	**13.1**	**56.6**	**19.4**	**1,540,665**	**52.8**	**21,276**	**27,220**	**1,216,137**	**66.3**	**15,425**	**21,487**	**.0619**	**.0594**
Smith	130.9	148.0	13.1	56.6	19.4	1,540,665	52.8	21,276	27,220	1,216,137	66.3	15,425	21,487	.0619	.0594
VICTORIA	**70.1**	**79.4**	**13.3**	**28.5**	**20.3**	**930,588**	**77.2**	**22,160**	**32,652**	**797,677**	**80.7**	**18,622**	**27,989**	**.0342**	**.0362**
Victoria	70.1	79.4	13.3	28.5	20.3	930,588	77.2	22,160	32,652	797,677	80.7	18,622	27,989	.0342	.0362
WACO	**172.8**	**186.4**	**7.9**	**71.3**	**13.5**	**1,816,749**	**52.7**	**18,940**	**25,480**	**1,353,962**	**61.1**	**13,381**	**18,990**	**.0740**	**.0695**
McLennan	172.8	186.4	7.9	71.3	13.5	1,816,749	52.7	18,940	25,480	1,353,962	61.1	13,381	18,990	.0740	.0695
WICHITA FALLS	**130.9**	**132.1**	**.9**	**49.9**	**5.7**	**1,633,634**	**62.8**	**21,255**	**32,738**	**1,152,685**	**64.1**	**14,880**	**23,100**	**.0608**	**.0584**
Clay	9.7	10.6	9.3	4.2	13.5	92,080	34.8	18,456	21,924	28,151	50.3	5,061	6,703	.0033	.0028
Wichita	121.2	121.5	.2	45.7	5.1	1,541,554	64.9	21,493	33,732	1,124,534	64.5	15,716	24,607	.0575	.0556
TOTAL METRO COUNTIES	**11,601 7**	**13,049.9**	**12.5**	**4,809.3**	**18.8**	**170,464,751**	**75.0**	**24,057**	**35,445**	**103,925,474**	**75.0**	**14,668**	**21,609**	**5.5444**	**5.7287**
TOTAL STATE	**14,474.8**	**16,157.5**	**11.6**	**5,950.8**	**17.5**	**199,386,428**	**73.3**	**22,717**	**33,506**	**121,685,519**	**73.8**	**13,831**	**20,449**	**6.6125**	**6.7770**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
UTAH															
PROVO - OREM	**225.8**	**276.1**	**22.3**	**76.1**	**25.6**	**1,923,622**	**60.1**	**19,833**	**25,278**	**1,129,818**	**70.0**	**10,966**	**14,846**	**.0736**	**.0745**
Utah	225.8	276.1	22.3	76.1	25.6	1,923,622	60.1	19,833	25,278	1,129,818	70.0	10,966	14,846	.0736	.0745
SALT LAKE CITY - OGDEN	**956.5**	**1,092.7**	**14.2**	**367.0**	**19.9**	**9,838,841**	**50.7**	**21,315**	**26,809**	**6,035,999**	**60.8**	**12,262**	**16,447**	**.3802**	**.3595**
Davis	150.8	179.3	18.9	52.3	25.7	1,536,408	60.2	23,049	29,377	735,893	72.8	10,236	14,071	.0529	.0531
Salt Lake	633.2	727.6	14.9	250.5	20.5	6,835,114	53.6	21,408	27,286	4,307,164	62.1	12,778	17,194	.2606	.2493
Tooele	26.4	29.0	9.8	9.2	13.6	232,330	44.8	19,812	25,253	107,082	57.9	8,373	11,639	.0088	.0080
Weber	146.1	156.8	7.3	55.0	13.2	1,234,989	29.1	19,683	22,454	885,860	46.5	12,439	16,107	.0579	.0491
TOTAL METRO COUNTIES	**1,182.3**	**1,368.8**	**15.8**	**443.1**	**20.8**	**11,762,463**	**52.2**	**21,070**	**26,546**	**7,165,817**	**62.1**	**12,048**	**16,172**	**.4538**	**.4340**
TOTAL STATE	**1,497.1**	**1,741.8**	**16.3**	**559.0**	**21.0**	**14,298,163**	**53.1**	**20,205**	**25,578**	**8,910,302**	**63.4**	**11,801**	**15,940**	**.5577**	**.5376**
VERMONT															
BURLINGTON	**116.7**	**124.9**	**7.0**	**45.3**	**14.7**	**1,480,840**	**69.6**	**22,104**	**32,690**	**835,064**	**70.3**	**12,413**	**18,434**	**.0496**	**.0495**
Chittenden	116.7	124.9	7.0	45.3	14.7	1,480,840	69.6	22,104	32,690	835,064	70.3	12,413	18,434	.0496	.0495
TOTAL METRO COUNTIES	**116.7**	**124.9**	**7.0**	**45.3**	**14.7**	**1,480,840**	**69.6**	**22,104**	**32,690**	**835,064**	**70.3**	**12,413**	**18,434**	**.0496**	**.0495**
TOTAL STATE	**516.6**	**551.2**	**6.7**	**207.4**	**13.6**	**5,815,194**	**67.6**	**19,016**	**28,039**	**3,339,773**	**67.1**	**10,952**	**16,103**	**.2029**	**.2005**
VIRGINIA															
CHARLOTTESVILLE	**115.2**	**127.3**	**10.5**	**48.6**	**17.7**	**1,138,437**	**46.9**	**18,759**	**23,425**	**791,268**	**57.2**	**12,187**	**16,281**	**.0471**	**.0434**
Albemarle	51.9	59.1	13.9	23.5	21.8	580,446	45.9	20,609	24,700	90,560	61.3	2,909	3,854	.0172	.0158
Charlottesville	45.0	47.0	4.4	17.4	10.1	429,327	44.2	18,849	24,674	649,748	55.3	26,472	37,342	.0252	.0228
Fluvanna	10.4	11.9	14.4	4.3	22.9	67,249	56.6	12,269	15,639	21,719	70.8	3,633	5,051	.0025	.0025
Greene	7.9	9.3	17.7	3.4	25.9	61,415	69.5	13,418	18,063	29,241	80.4	6,003	8,600	.0022	.0023
DANVILLE	**112.2**	**114.8**	**2.3**	**43.7**	**8.4**	**1,001,268**	**38.6**	**17,923**	**22,912**	**590,344**	**45.5**	**10,066**	**13,509**	**.0423**	**.0365**
Danville	45.5	44.5	-2.2	18.4	4.0	471,782	32.0	20,194	25,640	460,360	42.6	18,233	25,020	.0239	.0197
Pittsylvania	66.7	70.3	5.4	25.3	11.9	529,486	45.1	16,144	20,928	129,984	56.7	3,670	5,138	.0184	.0168
LYNCHBURG	**154.6**	**164.0**	**6.1**	**59.7**	**12.4**	**1,610,412**	**67.4**	**18,121**	**26,975**	**1,096,532**	**62.6**	**12,699**	**18,367**	**.0610**	**.0595**
Amherst	29.5	31.1	5.4	10.3	12.0	330,971	77.4	20,282	32,133	148,278	74.2	9,253	14,396	.0104	.0106
Appomattox	12.1	13.2	9.1	4.7	4.6	81,668	40.9	14,133	17,376	84,736	56.3	13,225	18,029	.0044	.0039
Campbell	46.2	51.5	11.5	17.1	12.5	644,061	108.6	20,311	37,664	238,147	95.2	8,025	13,927	.0164	.0190
Lynchburg	66.8	68.2	2.1	27.6	12.2	553,712	35.4	16,624	20,062	625,371	51.4	16,787	22,658	.0298	.0260
NEWPORT NEWS - HAMPTON	**367.1**	**382.0**	**4.1**	**139.7**	**10.4**	**3,675,388**	**52.0**	**19,118**	**26,309**	**2,568,569**	**59.0**	**12,771**	**18,386**	**.1491**	**.1378**
Gloucester	20.6	23.6	14.6	9.0	21.6	239,547	114.8	15,072	26,616	160,884	104.7	10,623	17,876	.0073	.0088
Hampton	122.7	123.0	.2	45.0	6.9	1,300,247	55.5	19,864	28,894	1,018,407	60.0	15,114	22,631	.0536	.0497
James City	23.2	25.6	10.3	9.3	17.7	258,329	68.4	19,421	27,777	105,064	72.6	7,706	11,297	.0082	.0081
Newport News	145.7	149.2	2.4	57.1	9.2	1,286,657	39.1	17,681	22,533	890,199	49.1	11,417	15,590	.0568	.0494
Poquoson	9.0	10.9	21.1	3.7	27.6	77,885	62.6	16,515	21,050	11,369	77.4	2,210	3,073	.0023	.0024
Williamsburg	9.9	10.1	2.0	3.2	10.3	142,987	64.0	30,067	44,683	218,630	66.2	45,360	68,322	.0074	.0072
York	36.0	39.6	10.0	12.4	12.7	369,736	43.7	23,396	29,817	164,016	56.7	9,515	13,227	.0135	.0122
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**813.7**	**852.3**	**4.7**	**300.4**	**10.8**	**8,540,307**	**49.8**	**21,031**	**28,430**	**5,188,924**	**57.7**	**12,141**	**17,273**	**.3308**	**.3030**
Chesapeake	116.2	129.7	11.6	44.0	18.0	1,163,715	67.9	18,582	26,448	761,037	74.4	11,697	17,296	.0428	.0434
Norfolk	264.5	243.0	-8.1	84.2	-4.1	2,292,443	25.6	20,780	27,226	1,556,096	35.3	13,095	18,481	.1092	.0855
Portsmouth	104.0	100.1	-3.8	37.4	1.4	903,408	30.2	18,808	24,155	568,522	39.9	11,009	15,201	.0410	.0331
Suffolk	47.8	49.0	2.5	17.2	8.2	543,775	38.1	24,771	31,615	216,329	48.9	9,140	12,577	.0196	.0168
Virginia Beach	269.8	316.7	17.4	112.2	26.1	3,557,561	73.8	22,997	31,707	2,049,541	81.0	12,722	18,267	.1152	.1210
Currituck, N. C.	*11.4*	*13.8*	*21.1*	*5.4*	*31.7*	*79,405*	*67.9*	*11,538*	*14,705*	*37,399*	*83.1*	*4,982*	*6,926*	*.0030*	*.0032*
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**129.7**	**129.0**	**-.5**	**44.8**	**4.9**	**1,176,908**	**37.7**	**20,018**	**26,270**	**717,495**	**43.6**	**11,703**	**16,016**	**.0504**	**.0427**
Colonial Heights	16.6	17.0	2.4	6.3	6.8	187,884	56.4	20,356	29,823	104,153	60.6	10,995	16,532	.0068	.0063
Dinwiddie	22.8	22.9	.4	6.5	1.6	211,445	67.7	19,701	32,530	23,441	62.0	2,261	3,606	.0059	.0057
Hopewell	23.4	23.1	-1.3	9.1	5.8	244,718	34.5	21,152	26,892	172,045	45.3	13,768	18,906	.0107	.0090
Petersburg	40.8	39.1	-4.2	16.2	5.9	296,366	20.1	16,125	18,294	404,145	38.4	19,092	24,947	.0194	.0154
Prince George	26.1	26.9	3.1	6.7	3.1	236,495	31.4	27,689	35,298	13,711	38.7	1,521	2,046	.0076	.0063
RICHMOND	**638.4**	**679.1**	**6.4**	**260.5**	**12.2**	**8,854,282**	**64.2**	**23,226**	**33,990**	**5,361,022**	**67.2**	**13,807**	**20,580**	**.3036**	**.2969**
Charles City	6.7	7.0	4.5	2.3	15.0	64,211	119.5	14,628	27,918	6,306	100.7	1,571	2,742	.0014	.0017
Chesterfield	146.6	179.5	22.4	62.1	29.4	1,780,486	77.2	20,936	28,671	1,218,632	87.2	13,565	19,624	.0607	.0658
Goochland	11.9	12.8	7.6	4.3	13.2	95,520	50.6	16,687	22,214	33,185	61.1	5,420	7,717	.0035	.0031
Hanover	51.4	58.0	12.8	20.1	19.6	895,352	117.5	24,503	44,545	468,572	105.0	13,603	23,312	.0230	.0279
Henrico	182.5	94.5	6.6	78.2	13.8	3,012,421	64.9	26,594	38,522	1,789,156	70.0	15,317	22,879	.0989	.0973
New Kent	9.0	10.7	18.9	4.0	29.0	109,431	125.1	15,685	27,358	55,907	112.8	8,475	13,977	.0029	.0037
Powhatan	13.4	16.1	20.1	4.9	32.4	138,887	68.8	22,239	28,344	33,047	84.1	4,852	6,744	.0038	.0042
Richmond city	216.9	200.5	-7.6	84.6	-1.7	2,757,974	43.2	22,367	32,600	1,756,217	45.6	14,009	20,759	.1096	.0932
ROANOKE	**225.7**	**233.8**	**3.6**	**92.6**	**9.3**	**2,617,042**	**58.8**	**19,459**	**28,262**	**1,969,430**	**64.5**	**14,131**	**21,268**	**.1021**	**.0976**
Botetourt	23.6	26.0	10.2	9.6	17.1	227,081	57.2	17,617	23,654	98,432	67.5	7,167	10,253	.0079	.0076
Craig	4.0	4.2	5.0	1.6	6.7	28,612	71.4	11,129	17,883	7,630	68.8	3,013	4,769	.0008	.0009
Roanoke	74.1	81.7	10.3	28.4	11.8	823,032	42.5	22,735	28,980	397,663	55.4	10,072	14,002	.0303	.0272
Roanoke city	99.9	97.2	-2.7	43.5	6.6	1,256,009	74.8	17,612	28,874	1,114,437	71.4	15,938	25,619	.0487	.0488
Salem	24.1	24.7	2.8	9.5	8.0	282,308	47.8	21,700	29,717	351,268	54.4	25,849	36,976	.0144	.0131
TOTAL METRO COUNTIES	**3,756.7**	**3,976.8**	**5.9**	**1,494.4**	**11.8**	**52,000,313**	**60.0**	**24,310**	**34,797**	**29,001,879**	**62.4**	**13,362**	**19,407**	**1.7787**	**1.6971**
TOTAL STATE	**5,399.0**	**5,738.8**	**6.3**	**2,130.6**	**12.1**	**66,807,535**	**60.5**	**21,900**	**31,356**	**38,127,784**	**62.3**	**12,358**	**17,895**	**2.3494**	**2.2489**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

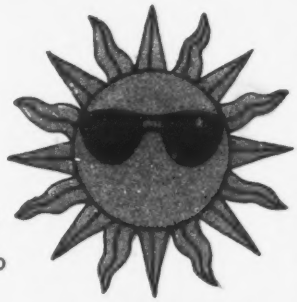
S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
WASHINGTON															
BELLINGHAM	108.7	121.6	11.9	48.4	18.6	1,502,349	74.1	21,148	31,040	883,420	74.8	12,384	18,252	.0490	.0504
Whatcom	108.7	121.6	11.9	48.4	18.6	1,502,349	74.1	21,148	31,040	883,420	74.8	12,384	18,252	.0490	.0504
BREMERTON	150.3	174.0	15.8	65.8	21.2	2,146,773	54.4	25,599	32,626	909,532	66.6	10,053	13,823	.0684	.0656
Kitsap	150.3	174.0	15.8	65.8	21.2	2,146,773	54.4	25,599	32,626	909,532	66.6	10,053	13,823	.0684	.0656
OLYMPIA	128.2	151.3	18.0	60.5	25.0	2,227,653	82.1	25,275	36,821	912,794	82.4	10,339	15,088	.0605	.0651
Thurston	128.2	151.3	18.0	60.5	25.0	2,227,653	82.1	25,275	36,821	912,794	82.4	10,339	15,088	.0605	.0651
RICHLAND - KENNEWICK - PASCO	149.1	178.7	19.9	67.7	27.3	2,317,239	76.9	24,629	34,228	1,538,625	84.7	15,659	22,727	.0750	.0802
Benton	113.2	137.4	21.4	52.7	29.2	1,759,293	77.1	24,343	33,383	1,246,297	87.0	16,335	23,649	.0580	.0626
Franklin	35.9	41.3	15.0	15.0	21.0	557,946	76.0	25,571	37,196	292,328	75.5	13,434	19,489	.0170	.0176
SEATTLE - EVERETT	1,621.6	1,707.5	5.3	704.5	11.7	26,018,240	72.5	23,907	36,931	14,684,092	69.4	13,745	20,843	.8269	.8290
King	1,278.6	1,327.5	3.8	558.3	10.2	20,598,961	66.1	24,481	36,896	11,659,491	64.2	14,011	20,884	.6744	.6550
Snohomish	343.0	380.0	10.8	146.2	17.8	5,419,279	102.5	21,563	37,068	3,024,601	92.6	12,657	20,688	.1525	.1740
SEATTLE - TACOMA CONSOLIDATED AREA	*2,115.0*	*2,240.4*	*5.9*	*910.0*	*12.4*	*32,900,212*	*71.1*	*23,737*	*36,154*	*17,820,040*	*68.8*	*13,038*	*19,582*	*1.0430*	*1.0413*
SPOKANE	346.6	375.0	8.2	150.8	14.6	4,958,614	75.1	21,514	32,882	2,596,424	71.2	11,526	17,218	.1555	.1585
Spokane	346.6	375.0	8.2	150.8	14.6	4,958,614	75.1	21,514	32,882	2,596,424	71.2	11,526	17,218	.1555	.1585
TACOMA	493.4	532.9	8.0	205.5	14.7	6,881,972	66.1	23,140	33,489	3,135,948	66.0	10,550	15,260	.2161	.2123
Pierce	493.4	532.9	8.0	205.5	14.7	6,881,972	66.1	23,140	33,489	3,135,948	66.0	10,550	15,260	.2161	.2123
YAKIMA	175.0	188.6	7.8	71.0	13.2	1,705,052	46.1	18,615	24,015	1,123,380	56.2	11,473	15,822	.0699	.0638
Yakima	175.0	188.6	7.8	71.0	13.2	1,705,052	46.1	18,615	24,015	1,123,380	56.2	11,473	15,822	.0699	.0638
TOTAL METRO COUNTIES	3,370.4	3,660.8	8.6	1,462.2	14.9	51,012,227	72.0	23,314	34,887	26,971,346	70.7	12,417	18,446	1.6032	1.6182
TOTAL STATE	4,192.3	4,559.4	8.8	1,817.6	15.1	62,020,450	71.4	22,907	34,122	32,161,849	70.5	11,938	17,695	1.9502	1.9647

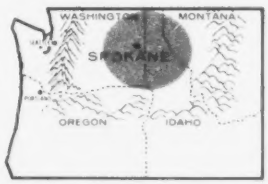
Look on the Bright Side

A Brighter Market East of the Cascades, Spokane and the Inland Northwest

GROWING ECONOMY:
Diversity of products and service means stability. Increasing population (now 1.4-million) and dynamic agriculture is pushing retail sales up to $5.9-BILLION.

IDEAL TEST MARKET:
Sales & Marketing Management includes Spokane in its prestigious list of Select Test Markets. Perfect demographics. Isolated from outside media.





Brightest Year Ever for Spokane's Newspapers

INCREASING CIRCULATION:
The combined dailies reach more than 325,000 readers in a three state area . . . 88.2% unduplicated, and impressive coverage of 7-out-of-10 Spokane Metro households.

FRESH NEW LOOK:
Bright new format & style . . . more in-depth coverage of sports, business, local & regional news. Special features, themed sections and every week a Super Sunday morning package.

Find your place in the Sun! Cover a wide geographical area with a single buy. When you advertise in the Pacific Northwest, include Spokane — the brighter market.

THE SPOKESMAN-REVIEW
Morning and Sunday

Spokane Daily Chronicle
Evening

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	POPULATION % Change 1980–1985	POPULATION 12/31/85 Total Households (Thous.)	POPULATION % Change 1980–1985	$$ EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1980–1985	EFFECTIVE BUYING INCOME Average Household EBI 1980	EFFECTIVE BUYING INCOME Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	RETAIL SALES % Change 1980–1985	RETAIL SALES Retail Sales Per Household 1980	RETAIL SALES Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
WEST VIRGINIA															
CHARLESTON	270.8	276.5	2.1	109.0	7.9	3,843,975	64.0	23,201	35,266	2,299,803	63.6	13,917	21,099	.1317	.1269
Kanawha	231.7	231.8	.0	92.9	6.1	3,461,586	65.5	23,875	37,261	2,119,876	63.5	14,797	22,819	.1180	.1138
Putnam	39.1	44.7	14.3	16.1	20.1	382,389	51.9	18,790	23,751	179,927	64.5	8,164	11,176	.0137	.0131
HUNTINGTON - ASHLAND	313.3	326.0	4.1	123.3	9.5	3,115,514	46.0	18,962	25,268	1,879,207	51.8	11,001	15,241	.1249	.1116
Cabell	106.8	105.6	–1.1	42.3	4.2	1,114,411	33.9	20,492	26,345	799,996	43.9	13,689	18,912	.0497	.0414
Wayne	46.7	51.1	9.4	18.5	15.6	568,241	100.1	17,746	30,716	211,210	89.8	6,955	11,417	.0154	.0171
Boyd, Ky.	*55.8*	*58.0*	*3.9*	*22.4*	*10.3*	*598,793*	*40.6*	*20,973*	*26,732*	*438,396*	*51.7*	*14,233*	*19,571*	*.0256*	*.0224*
Greenup, Ky.	*39.6*	*42.9*	*8.3*	*15.0*	*13.6*	*365,176*	*44.9*	*19,098*	*24,345*	*112,581*	*52.9*	*5,577*	*7,505*	*.0127*	*.0116*
Lawrence, Ohio	*64.4*	*68.4*	*6.2*	*25.1*	*12.1*	*468,893*	*38.1*	*15,157*	*18,681*	*317,024*	*52.4*	*9,288*	*12,630*	*.0215*	*.0191*
PARKERSBURG - MARIETTA	164.2	172.0	4.8	64.9	10.2	1,983,095	62.2	20,762	30,556	1,273,168	63.6	13,214	19,617	.0723	.0696
Wirt	5.0	5.4	8.0	1.8	5.9	44,718	88.1	13,983	24,843	12,679	78.9	4,170	7,044	.0014	.0015
Wood	94.3	97.6	3.5	37.5	9.0	1,168,850	52.4	22,289	31,169	810,928	57.8	14,941	21,625	.0453	.0417
Washington, Ohio	*64.9*	*69.0*	*6.3*	*25.6*	*12.3*	*769,527*	*78.0*	*18,964*	*30,060*	*449,561*	*74.8*	*11,283*	*17,561*	*.0256*	*.0264*
STEUBENVILLE - WEIRTON	162.6	159.6	–1.8	60.2	3.8	2,047,451	52.3	23,183	34,011	909,686	55.9	10,062	15,111	.0693	.0626
Brooke	31.1	31.0	–.3	11.3	5.6	353,237	34.6	24,528	31,260	114,373	45.2	7,361	10,122	.0123	.0103
Hancock	40.3	39.7	–1.5	15.1	4.9	406,132	15.8	24,364	26,896	201,957	35.1	10,380	13,375	.0178	.0135
Jefferson, Ohio	*91.2*	*88.9*	*–2.5*	*33.8*	*2.7*	*1,288,082*	*76.1*	*22,229*	*38,109*	*593,356*	*67.0*	*10,801*	*17,555*	*.0392*	*.0388*
WHEELING	185.8	186.5	.4	71.8	5.3	1,746,624	29.3	19,807	24,326	1,118,721	42.3	11,529	15,581	.0779	.0638
Marshall	41.9	43.6	4.1	16.0	9.6	378,476	29.8	19,973	23,655	234,900	45.8	11,037	14,681	.0167	.0140
Ohio	61.2	59.1	–3.4	23.1	.4	636,868	28.0	21,628	27,570	450,507	38.1	14,182	19,502	.0292	.0233
Belmont, Ohio	*82.7*	*83.8*	*1.3*	*32.7*	*6.9*	*731,280*	*30.2*	*18,359*	*22,363*	*433,314*	*45.0*	*9,769*	*13,251*	*.0320*	*.0265*
TOTAL METRO COUNTIES	725.7	739.1	1.8	285.3	7.3	8,727,920	50.5	21,802	30,592	5,212,705	55.2	12,626	18,271	.3276	.2970
TOTAL STATE	1,967.2	2,065.1	5.0	769.8	10.2	19,709,383	51.4	18,639	25,603	12,060,948	57.4	10,968	15,668	.7689	.7092
WISCONSIN															
APPLETON - OSHKOSH	292.8	302.8	3.4	111.9	10.5	3,903,213	69.8	22,686	34,881	1,929,018	68.1	11,331	17,239	.1245	.1231
Calumet	31.1	32.8	5.5	11.1	12.1	328,803	47.3	22,544	29,622	116,417	53.6	7,654	10,488	.0111	.0100
Outagamie	129.6	136.0	4.9	49.2	12.6	1,739,851	71.2	23,256	35,363	1,070,087	71.0	14,321	21,750	.0588	.0590
Winnebago	132.1	134.0	1.4	51.6	8.2	1,834,559	73.3	22,194	35,553	742,514	66.4	9,355	14,390	.0546	.0541
DULUTH - SUPERIOR	267.2	270.3	1.2	106.4	7.2	2,751,899	37.5	20,140	25,864	1,616,009	47.5	11,034	15,188	.1126	.0964
Douglas	44.5	44.7	.4	17.7	6.0	454,062	45.8	18,644	25,653	230,241	51.5	9,098	13,008	.0173	.0152
St. Louis, Minn.	*222.7*	*225.6*	*1.3*	*88.7*	*7.4*	*2,297,837*	*36.0*	*20,452*	*25,906*	*1,385,768*	*46.8*	*11,425*	*15,623*	*.0953*	*.0812*
EAU CLAIRE	131.9	141.1	7.0	51.9	13.8	1,443,047	73.1	18,283	27,804	964,215	68.8	12,537	18,590	.0524	.0527
Chippewa	52.2	54.9	5.2	19.6	11.4	760,771	110.1	20,575	38,815	333,408	91.1	9,914	17,011	.0201	.0229
Eau Claire	79.7	86.2	8.2	32.3	15.4	682,276	44.7	16,842	21,123	631,407	59.0	14,186	19,548	.0323	.0298
GREEN BAY	176.7	186.9	5.8	69.8	13.7	2,185,421	61.6	22,020	31,310	1,273,530	64.1	12,642	18,245	.0768	.0740
Brown	176.7	186.9	5.8	69.8	13.7	2,185,421	61.6	22,020	31,310	1,273,530	64.1	12,642	18,245	.0768	.0740
JANESVILLE - BELOIT	140.0	144.5	3.2	54.9	10.0	1,571,191	40.2	22,453	28,619	938,188	51.9	12,379	17,089	.0623	.0545
Rock	140.0	144.5	3.2	54.9	10.0	1,571,191	40.2	22,453	28,619	938,188	51.9	12,379	17,089	.0623	.0543
KENOSHA	123.5	126.3	2.3	47.5	8.7	2,443,415	103.2	27,516	51,440	705,137	85.7	8,688	14,845	.0558	.0626
Kenosha	123.5	126.3	2.3	47.5	8.7	2,443,415	103.2	27,516	51,440	705,137	85.7	8,688	14,845	.0558	.0626
LA CROSSE	91.9	97.9	6.5	37.1	13.5	960,011	62.0	18,121	25,876	715,939	65.8	13,204	19,298	.0378	.0366
La Crosse	91.9	97.9	6.5	37.1	13.5	960,011	62.0	18,121	25,876	715,939	65.8	13,204	19,298	.0378	.0366
MADISON	326.4	345.3	5.8	140.3	13.5	5,170,422	73.6	24,091	36,853	2,626,231	69.6	12,525	18,719	.1586	.1598
Dane	326.4	345.3	5.8	140.3	13.5	5,170,422	73.6	24,091	36,853	2,626,231	69.6	12,525	18,719	.1586	.1598
MILWAUKEE	1,399.4	1,402.3	.2	537.7	5.9	19,887,675	61.9	24,190	36,987	10,109,388	59.2	12,511	18,801	.6583	.6212
Milwaukee	960.4	914.6	–4.8	370.7	1.1	12,096,309	49.7	22,042	32,631	6,769,751	50.0	12,313	18,262	.4470	.3944
Ozaukee	68.0	74.9	10.1	26.3	17.4	1,292,398	94.6	29,643	49,141	430,289	87.7	10,233	16,361	.0314	.0348
Washington	86.6	99.1	14.4	33.5	21.4	1,768,930	129.9	27,878	52,804	626,967	110.8	10,776	18,715	.0380	.0482
Waukesha	284.4	313.7	10.3	107.2	17.7	4,730,038	70.9	30,375	44,123	2,282,381	74.0	14,395	21,291	.1419	.1438
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,572.9*	*1,578.2*	*.3*	*602.7*	*6.1*	*22,104,344*	*61.8*	*24,057*	*36,676*	*11,134,956*	*59.4*	*12,300*	*18,475*	*.7314*	*.6902*
RACINE	173.5	175.9	1.4	65.0	7.8	2,216,669	60.3	22,939	34,103	1,025,568	61.6	10,526	15,778	.0731	.0690
Racine	173.5	175.9	1.4	65.0	7.8	2,216,669	60.3	22,939	34,103	1,025,568	61.6	10,526	15,778	.0731	.0690
SHEBOYGAN	101.7	106.9	5.1	40.0	10.8	1,449,692	85.9	21,601	36,242	672,862	78.4	10,445	16,822	.0421	.0446
Sheboygan	101.7	106.9	5.1	40.0	10.8	1,449,692	85.9	21,601	36,242	672,862	78.4	10,445	16,822	.0421	.0446
WAUSAU	112.5	120.7	7.3	44.0	14.0	1,358,034	57.6	22,322	30,864	654,788	62.2	10,462	14,882	.0462	.0438
Marathon	112.5	120.7	7.3	44.0	14.0	1,358,034	57.6	22,322	30,864	654,788	62.2	10,462	14,882	.0462	.0438
TOTAL METRO COUNTIES	3,159.4	3,245.3	2.7	1,235.4	9.1	43,585,011	65.6	23,249	35,280	22,085,603	63.2	11,951	17,877	1.4225	1.3742
TOTAL STATE	4,734.1	4,916.3	3.8	1,855.2	10.2	60,599,793	65.1	21,811	32,665	31,103,378	64.1	11,263	16,766	2.0152	1.9520
WYOMING															
CASPER	73.6	86.9	18.1	33.3	24.7	1,917,544	145.7	29,234	57,584	1,230,257	122.1	20,744	36,945	.0452	.0608
Natrona	73.6	86.9	18.1	33.3	24.7	1,917,544	145.7	29,234	57,584	1,230,257	122.1	20,744	36,945	.0452	.0608
TOTAL METRO COUNTIES	73.6	86.9	18.1	33.3	24.7	1,917,544	145.7	29,234	57,584	1,230,257	122.1	20,744	36,945	.0452	.0608
TOTAL STATE	482.1	566.6	17.5	210.5	22.7	9,905,813	131.9	24,908	47,058	5,537,537	113.5	15,125	26,307	.2405	.3076

Section D

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's 19th Annual Survey of Newspaper Markets

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	164.5	56.6	892,359	532,983	153,972	62,300	20,586	90,469	18,775	51.7
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Bibb, St. Clair, Shelby, Walker.	868.9	314.2	6,371,311	3,819,655	870,473	511,239	183,192	733,145	129,063	61.2
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale.	136.2	48.3	803,223	531,363	141,069	81,764	22,326	91,234	13,105	52.5
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	122.6	44.0	654,986	453,994	106,292	68,559	21,602	72,451	14,485	57.9
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	197.4	68.3	1,499,330	791,272	152,005	132,764	34,383	130,006	19,707	79.0
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	492.4	167.8	3,110,391	1,923,120	438,598	312,560	84,683	305,431	71,297	56.2

(continued on page 95)

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Guide to using S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
	1	2	3	4		5				6

1 To qualify as a **newspaper market**, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which identifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending upon its penetration rate. If the name is not repeated, that means coverage is less than 20%.

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1981.

2 Population is the number of **persons** living in the newspaper market as of 12/31/80. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus, if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

4 Total retail sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, total retail sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1981 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers*, which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drug stores*, which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

MONTGOMERY. FIRST IN HOUSEHOLD SPENDABLE INCOME AND ALABAMA'S FASTEST GROWING METRO AREA.

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$19,567**
BIRMINGHAM	$19,409
MOBILE	$17,488

Rep: Branham

Source: 1980 Sales and Marketing Management

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
AL (cont)										
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Crenshaw, Elmore, Macon.	349.3	119.4	2,319,562	1,271,980	283,628	197,139	47,154	203,202	33,700	47.4
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	187.5	63.5	1,197,642	607,438	150,229	87,214	23,594	98,350	18,174	41.8
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage; **20 - 49%:** Bristol Bay, Kenai Peninsula, Matanuska-Susitna, North Slope.	227.9	79.1	2,251,629	1,417,289	352,748	201,843	41,013	151,971	75,730	83.0
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Coconino, Gila, Greenlee, Navajo, Pinal.	1,847.9	657.7	13,679,745	7,365,519	1,763,552	873,258	516,745	1,403,305	252,161	56.4
TUCSON (Pima) . . . **Over 50%:** Pima; **20 - 49%:** Cochise, Santa Cruz.	659.1	241.0	4,772,583	2,480,253	603,804	322,472	148,554	482,940	97,440	54.3
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan.	168.9	61.7	1,099,624	845,167	166,276	111,017	39,726	194,144	22,842	52.0
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Baxter, Bradley, Chicot, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Grant, Hot Spring, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Sharp, Van Buren, White, Woodruff.	876.5	315.8	5,874,522	3,358,703	723,640	469,197	124,490	742,018	113,095	45.3
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	128.2	46.4	769,102	557,047	144,534	67,028	17,178	112,512	14,880	54.1

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CALIFORNIA										
ANAHEIM-SANTA ANA-GARDEN GROVE (Orange) . . . **20 - 49%:** Orange.	1,972.3	708.6	20,095,279	10,408,724	2,184,694	1,474,368	556,656	1,786,926	263,864	36.5
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	409.4	143.4	2,982,419	1,785,640	476,461	173,740	80,975	276,025	77,578	48.2
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	168.9	66.8	1,263,037	673,459	193,639	55,807	34,959	96,137	24,136	37.3
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Kings, Madera.	663.1	229.2	4,684,829	2,754,099	704,821	320,882	119,432	503,611	131,187	51.1
LOS ANGELES-LONG BEACH (Los Angeles) . . . **Over 50%:** Los Angeles; **20 - 49%:** Inyo, Mono, Orange, Ventura.	10,054.9	3,652.9	92,696,805	46,008,547	10,640,148	6,010,880	2,383,745	7,485,713	1,478,049	46.3
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	271.8	97.7	2,335,716	1,200,324	288,856	179,714	70,609	162,469	46,343	55.9
OXNARD-SIMI VALLEY-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	542.5	179.5	4,135,231	2,064,167	570,878	261,289	92,393	390,039	82,596	21.9

The Register

Orange County MetroGroup

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Last year Orange Countians spent $2.2 Billion at food stores. $1.8 Billion at auto dealers. And $1.5 Billion at general merchandise stores.

Naturally, the heavy spenders are the family types. (Households having 3 or more persons accounted for 61 cents of every dollar spent in Orange County.)

And, just as naturally, The Register's Orange County Metro Group papers reach more Orange County family types than any other paper. According to a 1981 study by Scarborough Research Corporation, an average issue of The Metro Group reaches 367,000 adults in households with 3 or more persons. That's 46% of county total. And we reach 47% of households with children present.

Everything Scarborough learned about The Metro Group and the other media serving Orange County is in Windsor Systems' data bank. To unlock the bank just call your Story-Kelly Smith representative or The Metro Group at (714) 953-7963.

Sources: S&MM 1981 Survey of Buying Power Data Service; Bureau of Labor Statistics Consumer Expenditure Survey, 1973; Scarborough Research Corporation, 1981

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S&MM's SURVEY OF NEWSPAPER MARKETS

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CA (cont)										
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	131.1	49.4	1,029,681	658,794	163,978	58,033	24,835	97,803	38,550	65.2
RIVERSIDE-SAN BERNARDINO-ONTARIO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	1,593.2	568.1	12,153,370	6,488,906	1,445,529	1,003,707	231,715	1,075,801	236,294	37.6
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Lassen, Placer, Plumas, Sierra, Yolo.	1,196.2	458.6	10,597,430	5,583,674	1,368,936	708,492	259,396	905,430	242,078	58.2
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	295.0	97.9	2,394,491	1,234,626	267,362	116,565	57,704	196,651	55,894	32.1
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	1,904.9	692.5	15,625,655	8,081,133	1,711,228	1,348,279	444,045	1,246,308	223,041	54.9
SAN FRANCISCO-OAKLAND (San Francisco, Alameda) . . . **Over 50%:** Alameda, Contra Costa, Marin, San Francisco, San Mateo; **20 - 49%:** Mariposa, Sonoma.	3,585.9	1,422.2	37,865,618	17,317,545	4,049,138	2,263,581	879,645	2,577,864	753,241	60.1
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,314.1	471.2	14,949,499	6,713,674	1,386,948	963,010	386,724	1,234,078	246,601	50.4

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S&MM's SURVEY OF NEWSPAPER MARKETS

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CA (cont)										
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	301.6	111.6	2,667,543	1,389,430	300,252	132,808	72,521	178,794	52,218	40.9
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	193.4	74.1	1,457,633	885,935	225,020	87,017	32,103	139,214	40,179	35.3
SANTA ROSA (Sonoma) . . . **20 - 49%:** Sonoma.	307.5	118.8	2,574,188	1,448,060	371,532	158,721	65,448	200,370	54,522	47.9
STOCKTON (San Joaquin) . . . **20 - 49%:** Calaveras, San Joaquin.	373.6	135.8	3,022,685	1,529,547	387,126	177,563	76,085	264,982	77,498	41.0
COLORADO										
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	323.3	114.1	2,259,704	1,349,232	266,568	162,315	89,103	289,211	25,417	89.9
DENVER-BOULDER (Denver, Boulder) . . . **Over 50%:** Adams, Arapahoe, Boulder, Denver, Douglas, Jefferson; **20 - 49%:** Alamosa, Chaffee, Cheyenne, Clear Creek, Eagle, Elbert, Gilpin, Grand, Gunnison, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Summit, Washington, Weld, Yuma.	2,126.2	802.5	18,747,421	10,199,579	2,215,519	1,207,159	549,749	1,918,556	232,580	65.7
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Garfield, Rio Blanco.	134.9	49.4	921,910	664,776	139,422	60,196	36,189	142,821	13,997	55.5
PUEBLO (Pueblo) . . . **Over 50%:** Huerfano, Pueblo; **20 - 49%:** Baca, Bent, Costilla, Crowley, Custer, Fremont, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	248.1	89.2	1,533,201	895,171	232,694	99,841	48,220	163,791	21,070	56.6
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **Over 50%:** Fairfield.	807.2	283.3	9,713,996	3,626,997	762,991	374,728	199,606	475,040	92,986	51.5
HARTFORD-NEW BRITAIN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,051.1	376.1	9,760,129	4,281,274	986,034	521,936	184,642	588,235	145,689	72.1
NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	918.9	331.2	7,974,627	3,502,228	831,232	450,097	158,026	487,046	102,913	68.6
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	239.0	82.9	1,959,799	888,986	195,741	103,289	45,567	154,376	24,223	45.3
DELAWARE										
DOVER (Kent) . . . **Over 50%:** Kent.	99.7	33.6	564,922	493,725	110,543	64,702	14,789	107,966	13,561	52.9
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** MD.: Cecil.	461.3	161.4	3,996,362	2,070,380	448,303	303,998	104,533	304,328	81,428	69.6

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DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia) . . . **Over 50%:** District of Columbia; MD.: Montgomery, Prince George'S; VA.: Arlington, Fairfax, Loudoun; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary'S; VA.: Fauquier, Prince William.	3,327.8	1,214.2	35,420,758	16,265,977	3,436,011	2,181,582	760,626	2,932,103	715,671	70.5
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	152.3	63.9	1,074,598	714,321	192,370	115,492	29,680	134,668	31,506	40.4
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	276.8	114.0	1,731,602	1,300,537	286,410	160,107	45,914	199,932	65,129	70.3
FORT LAUDERDALE-HOLLYWOOD (Broward) . . . **20 - 49%:** Broward.	1,042.8	431.7	9,479,620	6,137,624	1,307,296	735,877	306,016	1,399,615	239,110	42.6
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Charlotte.	274.1	113.7	1,971,308	1,413,058	333,068	160,027	84,375	254,122	50,723	54.8
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Dixie, Gilchrist, Levy, Union.	199.4	71.3	1,220,420	793,592	203,095	93,083	41,405	123,412	33,699	51.2
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Columbia, Lafayette, Nassau, St. Johns; GA.: Camden, Charlton.	808.2	291.2	5,382,610	3,536,413	805,395	395,026	133,374	761,671	130,873	61.9
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	328.0	118.0	2,229,714	1,484,436	367,136	179,923	49,984	283,636	59,603	38.2
MELBOURNE-TITUSVILLE-COCOA (Brevard) . . . **Over 50%:** Brevard; **20 - 49%:** Indian River.	337.7	129.2	2,346,394	1,473,526	360,465	190,675	64,717	257,601	65,776	51.6
MIAMI (Dade) . . . **20 - 49%:** Broward, Dade, Monroe.	2,826.0	1,095.7	23,817,245	14,636,773	3,164,275	1,891,496	881,823	2,813,552	595,229	38.0
OCALA (Marion) . . . **Over 50%:** Marion.	126.5	47.5	753,664	518,746	148,670	49,092	14,316	70,801	17,003	57.1
ORLANDO (Orange) . . . **Over 50%:** Orange, Osceola, Seminole; **20 - 49%:** Lake.	826.9	305.7	6,001,052	3,903,525	995,395	480,483	143,525	748,196	112,510	53.8
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	110.0	39.5	651,411	515,323	101,695	78,367	30,717	109,973	13,107	60.2
PENSACOLA (Escambia) . . . **Over 50%:** Escambia; **20 - 49%:** Santa Rosa.	293.3	102.2	1,794,120	1,170,779	281,330	182,341	45,579	261,271	34,827	58.8
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Manatee.	360.6	155.9	2,647,122	1,937,858	462,980	247,738	134,531	327,931	74,902	52.0
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Calhoun, Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	269.4	94.7	1,709,063	999,787	259,861	113,931	35,445	171,851	31,135	48.1

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and sevices from consumer and industrial products manufacturers.

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FL (cont)										
TAMPA-ST. PETERSBURG (Hillsborough, Pinellas) . . . **Over 50%:** Hills-borough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Hernando, High-lands.	1,777.3	727.2	12,451,435	8,007,154	2,212,566	1,085,554	302,845	1,351,093	264,893	67.5
WEST PALM BEACH-BOCA RATON (Palm Beach) . . . **20 - 49%:** Mar-tin, Okeechobee, Palm Beach.	677.2	277.1	6,462,312	3,493,847	876,349	419,470	187,958	643,393	125,190	40.8
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Miller, Mitchell, Randolph, Terrell, Worth.	176.2	57.8	1,048,254	619,130	140,532	77,980	31,103	132,061	22,946	51.0
ATLANTA (Fulton) . . . **Over 50%:** De Kalb, Fulton; **20 - 49%:** Butts, Clarke, Clayton, Cobb, Coweta, Douglas, Fayette, Forsyth, Gwinnett, Henry, Newton, Rockdale, Towns, Walton.	2,104.8	757.2	17,697,430	10,025,407	2,069,356	1,689,360	310,936	1,903,090	324,819	45.8
AUGUSTA (Richmond) . . . **Over 50%:** Richmond; **20 - 49%:** Burke, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	389.8	130.8	2,476,418	1,435,203	351,979	186,125	66,153	291,407	46,626	53.0
Over 50%: ALA.: Russell; GA.: Chattahoochee, Muscogee; **20 - 49%:** GA.: Harris, Marion, Quitman, Stewart, Talbot.	275.1	91.1	1,615,919	971,623	204,080	137,574	39,530	214,698	32,440	60.8
MACON (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Twiggs, Wilkinson.	414.5	139.2	2,429,940	1,568,744	390,433	183,857	49,277	296,511	49,490	47.2
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Bulloch, Candler, Effingham, Evans, Liberty, Long, Screven, Tattnall, Toombs, Wayne; S.C.: Jasper.	419.9	140.8	2,367,242	1,564,555	358,074	142,934	79,674	281,710	54,746	48.7

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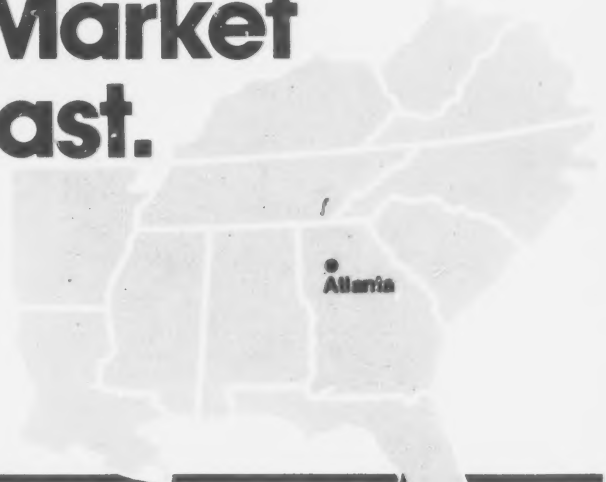

Media General Newspapers
Represented by Sawyer-Ferguson-Walker
Contact: Byron Taggart, General Advertising Manager
P. O. Box 191, Tampa, Florida 33601
(813) 272-7447

Source: S&MM Survey of Buying Power, 1980

THE TAMPA TRIBUNE
Morning and Sunday
The Tampa Times
Evening and Sunday

The Quality Buy

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	884.8	271.3	7,199,457	4,157,558	810,697	924,683	89,759	420,988	236,087	71.2
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Owyhee, Payette, Valley, Washington.	257.8	93.1	1,778,485	1,132,268	243,064	115,405	79,667	221,450	20,441	49.9
IDAHO FALLS (Bonneville) . . . **Over 50%:** Bonneville, Jefferson; **20 - 49%:** Butte, Clark, Custer, Fremont, Madison, Teton.	124.7	38.8	808,815	570,795	112,670	69,841	43,038	94,179	12,109	57.9
ILLINOIS										
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	260.8	92.2	2,214,228	1,098,442	235,406	97,369	42,880	197,439	28,180	51.5
CARBONDALE (Jackson) . . . **20 - 49%:** Jackson, Perry, Union, Williamson.	158.4	59.9	1,057,533	662,556	143,815	87,207	24,751	107,873	20,310	38.3
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.6	78.5	1,827,545	959,928	194,861	109,283	47,059	132,775	27,662	57.4
CHICAGO (Cook) . . . **Over 50%:** Cook, Kane, Lake, Will; **20 - 49%:** De Kalb, Du Page, Grundy, Kendall, McHenry.	7,262.0	2,562.3	68,959,258	31,230,696	6,117,797	4,089,459	1,460,447	4,865,143	1,254,454	59.6
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain, Warren.	123.3	45.8	1,062,855	442,168	105,254	44,061	16,716	77,494	18,585	61.9
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry.	386.1	140.4	3,452,415	1,815,434	345,503	297,974	81,661	319,211	67,347	62.9
DECATUR (Macon) . . . **Over 50%:** Macon, Moultrie; **20 - 49%:** Douglas, Fayette, Piatt, Shelby.	229.6	84.3	1,849,773	947,292	213,588	125,308	44,513	164,476	25,287	59.7
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	136.7	47.8	1,083,184	516,408	106,484	55,502	21,257	96,730	22,584	63.2
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Putnam, Stark, Woodford.	440.2	159.4	3,737,441	1,973,690	405,663	282,632	88,174	346,642	51,476	58.1
QUINCY (Adams) . . . **Over 50%:** Adams; MO.: Lewis; **20 - 49%:** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	141.8	53.4	1,044,073	448,071	102,734	40,433	22,632	81,338	15,330	50.8

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

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THE "BIGGER MAGNET" AD BUY! covered ONLY by THE TRUTH

What Makes Our Market Rich? RETAIL SALES PER HOUSEHOLD OF $25,774.
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Elkhart: by Far The Richest County in Michiana! Covered ONLY by The Elkhart Truth
It's simple, really-*RICHEST* Market, *GREATEST* penetration — The answer *is in The Truth for the "BIGGER MAGNET" AD BUY!"*

Represented by BRANHAM Newspaper Sales
S&M's Survey of Buying Power, July, 1981

The Elkhart Truth

Call (219) 294-1661 ext. 262 for Market Presentation.

SAU

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds Cov Total Area
IL (cont)										
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	326.7	117.0	2,836,052	1,272,671	276,238	208,742	70,925	174,256	47,114	54.7
SPRINGFIELD (Sangamon) . . . **Over 50%:** Menard, Sangamon; **20 - 49%:** Cass, Christian, Macoupin.	290.8	111.6	2,315,664	1,270,313	281,048	179,472	53,283	188,010	52,943	57.3
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	139.3	50.5	1,139,365	542,136	117,473	78,572	21,039	110,233	27,203	70.6
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	115.3	40.4	737,375	368,747	81,029	45,853	16,461	47,703	17,457	54.5
ELKHART (Elkhart) . . . **Over 50%:** Elkhart.	138.2	48.9	1,113,510	643,497	133,117	82,687	22,822	153,385	32,622	54.9
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Dubois, Gibson, Perry, Pike, Spencer; KY.: Henderson, Union, Webster.	471.1	171.9	3,303,983	1,845,981	375,323	197,129	85,737	346,384	64,104	57.7
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells, Whitley; OHIO: Paulding.	529.1	186.6	4,088,748	2,048,821	411,253	276,229	80,717	361,915	76,561	65.9
GARY-HAMMOND-EAST CHICAGO (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	670.5	225.4	5,510,653	2,715,072	628,999	321,264	110,256	424,228	118,933	60.5
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hancock, Hendricks, Johnson, Marion; **20 - 49%:** Boone, Morgan, Putnam, Rush, Shelby.	1,220.3	440.9	10,130,263	5,354,338	1,040,765	731,808	195,080	855,792	198,281	70.2

THE TESTERS CHOICE

FORT WAYNE, IND.

SMSA Retail Sales
$1,597,220,000
EBI/Household
$22,669
Grocery Sales
$291,649,000

Source: © S&MM 1981
SURVEY OF BUYING POWER

Be Sure With Newspaper Advertising In Fort Wayne!

Fort Wayne Newspapers, Inc. agent
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The Journal-Gazette

Represented Nationally
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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
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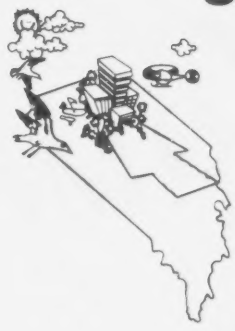
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
IN (cont.)										
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.9	37.6	937,861	450,715	90,235	72,043	19,813	81,701	20,306	71.2
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, Warren, White.	185.3	64.3	1,398,455	640,956	131,425	110,854	30,562	95,564	30,632	53.4
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	197.2	69.9	1,405,326	701,058	157,545	70,815	29,970	141,798	37,898	64.9
RICHMOND (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Union; OHIO: Preble.	121.2	43.3	880,599	462,983	84,262	61,952	10,671	88,294	17,178	51.9
SOUTH BEND (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	352.9	126.2	2,617,349	1,306,467	270,629	158,363	53,096	244,233	55,717	64.1
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	210.3	77.5	1,419,932	943,746	153,861	100,814	24,058	133,190	31,492	55.1
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Iowa, Jones, Linn; **20 - 49%:** Benton, Cedar, Delaware.	268.0	97.4	2,223,269	1,154,112	229,839	165,778	50,964	219,301	35,440	61.9
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry.	386.1	140.4	3,452,415	1,815,434	345,503	297,974	81,661	319,211	67,347	62.9
DES MOINES (Polk) . . . **Over 50%:** Dallas, Polk, Warren; **20 - 49%:** Adair, Adams, Audubon, Boone, Buena Vista, Calhoun, Carroll, Cerro Gordo, Clarke, Clay, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Monroe, O'Brien, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Washington, Wayne, Webster, Winnebago, Wright.	1,306.5	487.2	10,704,164	5,901,495	1,191,871	662,590	247,799	1,200,685	136,940	45.6
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; IA.: Clayton, Jackson; WIS.: Grant.	213.7	71.5	1,556,398	830,650	163,390	97,478	47,970	160,528	24,888	49.6
FORT DODGE (Webster) . . . **Over 50%:** Calhoun, Humboldt, Webster; **20 - 49%:** Pocahontas, Wright.	99.2	37.4	829,695	438,170	85,140	51,256	23,756	109,515	7,828	59.6
SIOUX CITY (Woodbury) . . . **Over 50%:** Monona, Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, O'Brien, Plymouth, Sioux; NEB.: Cedar, Dixon, Thurston; S.D.: Clay, Union.	276.9	98.8	2,088,448	1,101,132	246,238	99,622	48,993	215,073	33,705	52.6

get to know kokomo, indiana



S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

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THE KOKOMO TRIBUNE

Represented by **BRANHAM** Newspaper Sales

S&MM's SURVEY OF NEWSPAPER MARKETS

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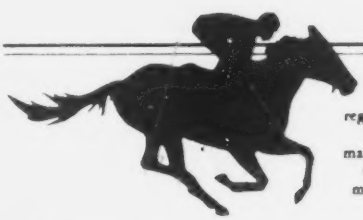
IA (cont.)										
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk, Butler; **20 - 49%:** Bremer, Buchanan, Chickasaw, Grundy, Howard.	245.3	86.6	2,023,125	1,046,366	205,184	122,778	48,377	214,934	26,700	56.5
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Edwards, Reno, Stafford; **20 - 49%:** Clark, Comanche, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stanton, Wichita.	200.7	76.1	1,611,665	763,458	183,225	68,467	31,793	150,115	20,893	46.2
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Logan, Mitchell, Osborne, Phillips, Republic, Russell, Smith.	150.9	59.3	1,249,031	600,892	132,996	51,362	25,530	138,431	10,803	47.1
TOPEKA (Shawnee) . . . **Over 50%:** Osage, Shawnee; **20 - 49%:** Coffey, Jackson, Jefferson, Marshall, Nemaha, Pottawatomie, Wabaunsee, Washington.	261.7	98.9	2,113,913	1,034,896	216,859	124,188	45,708	228,688	34,438	59.0
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Clark, Comanche, Elk, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	528.6	200.7	4,940,642	2,427,390	443,864	316,884	108,561	529,859	52,981	66.5
KENTUCKY										
HUNTINGTON-ASHLAND (W.VA.: Cabell; KY.: Boyd) . . . **Over 50%:** KY.: Boyd, Greenup; W.VA.: Cabell; **20 - 49%:** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	353.1	125.7	2,287,905	1,367,898	355,417	183,772	75,701	218,957	49,712	52.7
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette; **20 - 49%:** Anderson, Bourbon, Clark, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Scott, Woodford.	462.3	164.6	3,276,111	2,187,740	514,440	316,904	87,976	324,667	68,589	49.6
LOUISVILLE (Jefferson) . . . **Over 50%:** IND.: Floyd; KY.: Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Harrison, Scott; KY.: Bullitt, Hardin, Hart, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Trimble, Washington.	1,212.4	426.6	9,066,422	4,883,013	1,211,156	613,050	243,504	756,775	174,886	65.7
OWENSBORO (Daviess) . . . **Over 50%:** Daviess, McLean; **20 - 49%:** Hancock, Muhlenberg, Ohio.	159.2	56.1	1,120,835	690,413	183,665	75,857	31,335	135,049	21,569	56.9
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	139.2	52.7	911,291	626,842	138,516	74,465	24,464	115,565	27,337	48.3

THE BLUE GRASS: A THOROUGHBRED MARKET



World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader.

LEXINGTON-FAYETTE SMSA

	1975	1980	1984	% Change 1975-1984
EBI	$1.4 billion	$2.4 billion	$4.0 billion	183%
EBI/HH	$14,712	$21,170	$33,453	127%
Retail Sales	$848 million	$1.7 billion	$2.6 billion	202%
RS/HH	$8,715	$14,320	$21,146	143%
Population	294,700	322,200	331,800	13%

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook the Blue Grass and You've Overlooked Kentucky"

Source: S&MM 1981 Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

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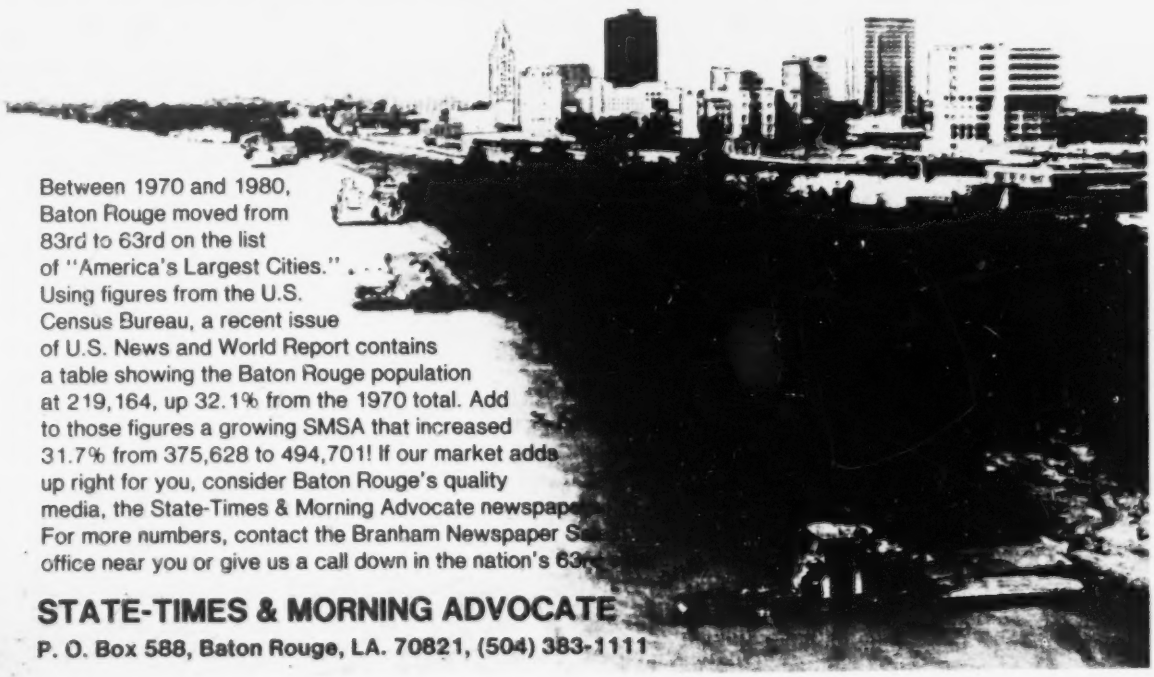
LOUISIANA									
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant.	195.3	65.4	1,115,541	640,747	150,580	110,013	23,178	138,833	25,934	48.7
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	591.4	194.6	4,537,941	2,393,052	549,495	485,483	95,654	473,012	79,642	50.1
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	153.1	52.3	1,271,076	818,855	154,595	126,612	46,930	170,923	20,585	44.3
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu; **20 - 49%:** Beauregard, Cameron, Jefferson Davis.	240.9	81.2	1,680,656	988,124	262,724	108,768	40,755	222,724	31,962	45.9
MONROE (Ouachita) . . . **Over 50%:** Ouachita; **20 - 49%:** Caldwell, East Carroll, Franklin, Richland, Tensas, Union, West Carroll.	252.3	86.3	1,473,994	900,781	208,099	128,649	34,003	215,879	30,414	40.6
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, St. Bernard; **20 - 49%:** Plaquemines, St. Charles, St. John the Baptist, St. Tammany.	1,295.6	457.4	10,556,463	5,211,319	1,341,173	709,697	252,180	893,145	176,580	54.7
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Lincoln, Natchitoches, Red River, Sabine, Webster.	555.8	195.8	3,673,221	2,015,249	421,255	296,514	85,035	475,664	51,556	53.6

BATON ROUGE:
From 83rd to 63rd largest city in the U.S.!



Between 1970 and 1980, Baton Rouge moved from 83rd to 63rd on the list of "America's Largest Cities." . . . Using figures from the U.S. Census Bureau, a recent issue of U.S. News and World Report contains a table showing the Baton Rouge population at 219,164, up 32.1% from the 1970 total. Add to those figures a growing SMSA that increased 31.7% from 375,628 to 494,701! If our market adds up right for you, consider Baton Rouge's quality media, the State-Times & Morning Advocate newspaper. For more numbers, contact the Branham Newspaper S... office near you or give us a call down in the nation's 63...

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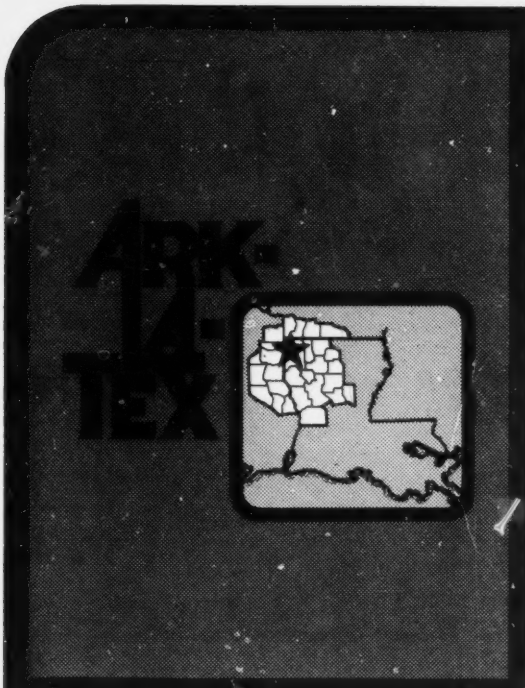

SHREVEPORT

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in the **SHREVEPORT MARKET** . . . you really get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **41%** of the households in this 23-county area in North Louisiana. East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **949,700** people in **335,800** households with effective buying income of **6.2 billion** and producing retail sales of **3.5 billion.** Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co.
Agent For
The Times Shreveport Journal

Circulation: **M & E** **120,001** **MORNING** **86,508**
SUNDAY **125,326** **EVENING** **34,182**

(ABC AUDIT REPORT ENDING DEC. 28, 1980)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1981

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Aroostook, Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Knox, Waldo.	386.3	133.7	2,361,458	1,480,647	379,379	161,093	63,905	243,767	51,193	58.3
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	176.9	63.3	1,098,259	638,200	152,987	74,504	16,084	119,991	19,088	70.5
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Knox, Lincoln, Sagadahoc, York.	448.0	163.7	3,149,678	1,985,536	451,470	199,575	62,097	289,457	61,387	49.9
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	183.7	64.8	1,277,816	695,338	172,164	75,158	25,592	123,177	22,538	36.7

Are services included in 'Total retail sales'?

Need to know more? Go deeper? Develop a finer analysis?
The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

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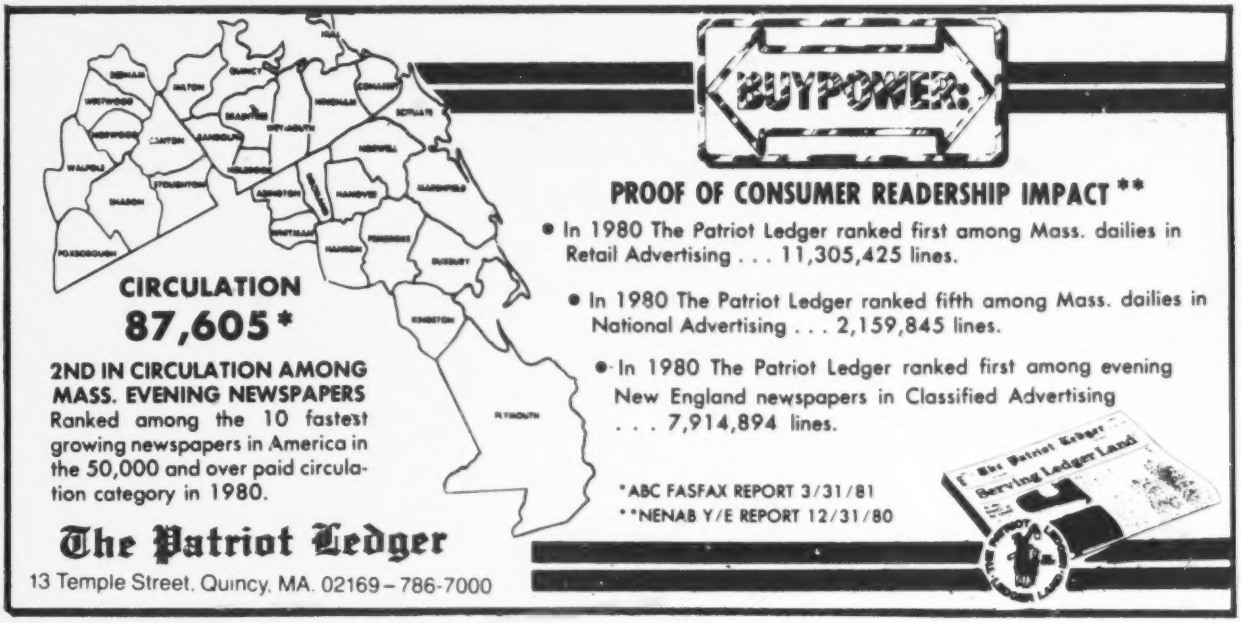
MARYLAND										
BALTIMORE (Baltimore) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Carroll, Harford, Howard, Kent, Talbot, Worcester.	2,254.4	796.3	17,253,329	9,914,408	2,490,052	1,178,967	411,106	1,755,708	335,021	63.1
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	107.7	39.3	607,021	392,864	97,973	51,201	19,268	61,414	20,579	75.1
FREDERICK (Frederick) . . . **Over 50%:** Frederick.	116.7	38.3	836,190	497,530	98,855	65,150	15,877	83,197	16,718	68.1
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	113.6	40.6	765,979	577,146	115,145	83,381	21,633	82,773	19,012	84.1
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	115.9	42.2	735,293	639,565	159,543	61,337	23,284	121,092	19,849	52.3
MASSACHUSETTS										
BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL (Suffolk, Middlesex, Plymouth, Essex) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,019.6	1,444.9	35,400,036	17,939,219	4,012,906	2,329,554	730,643	2,094,844	618,459	67.8



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Largest in Massachusetts outside Boston

The Springfield Newspapers

Represented by Newhouse Newspapers

S&MM's SURVEY OF NEWSPAPER MARKETS

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MA (cont.)										
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	152.2	61.0	1,064,433	977,901	237,354	94,308	33,618	77,950	26,375	56.4
NEW BEDFORD-FALL RIVER (Bristol) . . . **20 - 49%:** Bristol.	477.3	169.2	3,286,510	1,993,875	459,256	310,607	112,267	266,155	59,955	45.1
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	144.5	52.8	1,218,499	685,001	181,001	84,053	26,086	73,935	17,321	56.5
SPRINGFIELD-CHICOPEE-HOLYOKE (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	581.9	204.4	4,478,093	2,527,449	714,481	251,904	79,635	322,674	71,083	80.2
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	647.5	228.2	5,381,589	2,810,604	648,500	373,649	138,704	378,927	96,388	60.7

WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI. 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.

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4.2 billion dollars in E.B.I.
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MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	267.4	95.1	2,594,588	1,197,114	153,186	246,310	68,544	185,792	46,230	41.2
BATTLE CREEK (Calhoun) . . . **Over 50%:** Calhoun.	141.5	51.7	1,117,531	542,346	91,232	116,334	26,447	74,713	21,358	51.4
BAY CITY (Ray) . . . **Over 50%:** Bay; **20 - 49%:** Arenac, Ogemaw.	151.8	53.3	1,079,373	636,008	146,252	72,048	23,595	115,448	20,976	59.0
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien, Van Buren.	239.4	84.8	1,490,364	924,002	235,865	82,113	74,294	151,510	32,677	40.9
DETROIT (Wayne) . . . **Over 50%:** Macomb, Oakland, St. Clair, Wayne; **20 - 49%:** Antrim, Cheboygan, Clare, Crawford, Emmet, Iosco, Isabella, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,831.1	1,697.5	44,573,486	22,901,957	4,796,649	3,050,916	1,112,492	4,075,378	1,017,599	75.4

BUY DETROIT WHERE DETROIT BUYS.

And that's the 12 communities covered by the Observer and Eccentric hometown newspapers. The affluent cities that have the money and aren't afraid to spend it.

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The 12 twice weekly Observer and Eccentric hometown newspapers. We reach more people in our own hometowns combined than the Free Press or the News.

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No. 1 in the No. 1 market for dollars spent per household!*

Among the top five markets, none spend as much per household as Detroit.
Call us at (313) 222-2436.
We'll introduce you to the big spenders.

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* Top five markets — Sales Management Survey of Buying Power, 1980, SMSA.

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MI (cont.)										
FLINT (Genesee) . . . **Over 50%:** Genesee.	450.8	156.8	4,086,417	2,252,229	405,646	451,112	128,186	474,939	82,471	63.8
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	607.1	210.5	4,486,293	2,652,297	349,649	586,797	146,402	403,916	57,592	53.4
JACKSON (Jackson) . . . **Over 50%:** Jackson.	152.0	51.7	1,053,654	569,953	82,357	158,565	21,834	78,283	12,951	67.6
KALAMAZOO-PORTAGE (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren	281.2	100.6	2,093,579	1,195,336	199,942	271,769	57,023	188,756	26,009	51.5
LANSING-EAST LANSING (Ingham) . . . **Over 50%:** Ingham; **20 - 49%:** Clinton, Eaton.	420.1	146.0	3,667,032	1,764,454	297,427	348,122	79,272	306,292	38,095	46.9
MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	179.8	62.8	1,102,336	630,251	121,155	154,729	25,282	91,944	22,202	63.7
SAGINAW (Saginaw) . . . **Over 50%:** Saginaw.	228.7	77.3	1,919,171	1,025,516	215,614	192,007	50,561	130,056	35,905	62.3
MINNESOTA										
DULUTH-SUPERIOR (St. Louis, WIS.: Douglas) . . . **Over 50%:** MINN.: Carlton, Lake, St. Louis; **20 - 49%:** MINN.: Cook, Itasca; WIS.: Douglas.	358.1	131.2	2,610,394	1,449,873	309,817	184,083	52,613	214,121	36,505	50.6
FARGO-MOORHEAD (N.D.: Cass; MINN.: Clay) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom, Steele; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Traill, Wells.	257.9	92.7	2,076,898	1,215,414	200,357	115,123	55,078	253,915	36,858	51.9
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	134.2	46.6	1,012,356	514,013	103,855	36,863	18,863	114,580	19,340	49.6

THE MACOMB DAILY
THE Community News NEWSPAPERS
THE NEWS-HERALD NEWSPAPERS
DEARBORN PRESS & GUIDE
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A recent Market Opinion Research survey* came up with some pretty impressive statistics:

For instance: 85% of the suburban newspaper readers in the areas we cover are PANAX readers. Over 1,100,000 readers in all. What's more, 86% of those free spending suburbanities who visited stores or used businesses did so **because** of an ad in a PANAX newspaper.

So no matter what you're selling -- PANAX readers are buying.

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PANAX
NEWSPAPERS
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*Source: Market Opinion Research, 1978
**Source: Sales and Marketing Management, Survey of Buying Power,1978

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MN (cont.)										
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Brown, Carver, Chippewa, Chisago, Cottonwood, Douglas, Faribault, Goodhue, Isanti, Kanabec, Lac qui Parle, Le Sueur, Lyon, McLeod, Meeker, Mille Lacs, Pine, Pope, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Steele, Stevens, Swift, Traverse, Wadena, Wright, Yellow Medicine; WIS.: Barron, Burnett, Pierce, Polk, St. Croix.	2,815.4	1,018.6	24,242,253	12,776,959	2,263,459	1,980,233	496,069	2,323,836	333,730	57.5
ROCHESTER (Olmsted) . . . **Over 50%:** Dodge, Olmsted; **20 - 49%:** Fillmore, Wabasha.	149.2	53.3	1,203,375	698,121	124,590	81,116	28,001	141,748	23,078	61.9
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	135.0	41.5	834,735	720,077	83,146	88,473	22,053	86,784	13,866	55.6
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Stone.	194.2	64.9	1,202,201	691,603	185,386	120,500	25,573	105,869	23,657	57.2
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin, Simpson.	418.0	140.2	2,801,645	1,631,384	392,121	252,121	74,292	309,732	51,557	51.9
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Union.	200.4	69.7	1,127,486	709,101	203,368	94,734	26,690	137,941	21,761	40.5
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	177.6	67.9	1,007,494	724,131	145,202	78,767	27,012	170,767	26,718	50.0
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Miami, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte, Ray; **20 - 49%:** KAN.: Anderson, Atchison, Franklin, Leavenworth, Linn; MO.: Bates, Caldwell, Carroll, Chariton, Clinton, Grundy, Henry, Johnson, Linn, Livingston, St. Clair, Saline.	1,696.8	632.7	15,079,023	7,858,218	1,472,510	1,237,686	300,089	1,720,618	182,936	87.7
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** KAN.: Brown; MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	224.0	84.2	1,468,927	809,235	166,684	96,256	31,614	156,770	22,069	75.9
ST. LOUIS (St. Louis) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, Warren.	2,571.3	923.2	21,223,724	10,740,602	2,462,051	1,618,827	432,009	1,980,017	282,418	57.1

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Tribune
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Well-heeled. Well-read.

In the 10-County Minneapolis-St. Paul SMSA:

$22,768 is the median household income, 6th highest among major metros.

$13,541 is the retail sales expenditure per household, 6th highest among 15 leading U.S. markets.

A single newspaper buy in The Minneapolis Star and Minneapolis Tribune delivers a big 48% of adults daily and 64% on Sunday.

59% of affluent adults earning $30,000 and over read The Star or the Tribune or both daily; 72% on Sunday.

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The Minneapolis Star / Minneapolis Tribune
425 Portland Avenue Minneapolis MN 55488

Sources: May / November 1980 Reader Demographic Study, 1981 Sales and Marketing Management Survey of Buying Power.

KANSAS CITY: A MARKET SO PRIME THEY SPREAD IT OVER TWO STATES.

1st in U.S. foreign trade space. 2nd in American automobile production. 3rd in the U.S. as a rail center. Kansas City is a major metropolitan market of over a million people, occupying 5 Missouri and 2 Kansas counties. Its central location—within 250 miles of the nation's population center—makes K.C. a mercantile dynamo. A diverse employment base means a remarkably stable economy in a community where unemployment has consistently been lower than the national average for 5 years. Every day, 75% of K.C. adults in households with incomes of $35,000 or better read the Kansas City Times/Star. On Sunday that figure rises to 83%. And 70% of area college graduates are daily readers—85% on Sunday!

Reach it with one buy.

THE KANSAS CITY
Times & STAR

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

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MO (cont.)										
SPRINGFIELD (Greene) . . . **Over 50%:** Greene; **20 - 49%:** Christian, Dade, Dallas, Lawrence, Polk, Stone, Taney, Webster, Wright.	353.2	132.1	2,179,136	1,476,416	284,965	183,530	66,967	323,703	32,981	48.6
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Carbon, Rosebud, Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	287.6	104.7	2,132,692	1,368,639	276,522	144,852	62,021	226,262	53,494	50.4
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade, Teton; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Toole.	153.8	55.6	1,126,647	705,853	132,000	75,308	34,933	140,835	28,252	54.4
MISSOULA (Missoula) . . . **Over 50%:** Mineral, Missoula; **20 - 49%:** Granite, Lake, Ravalli, Sanders.	135.3	49.8	953,859	576,866	105,503	44,990	35,743	119,986	22,370	55.3
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	93.5	34.2	670,422	420,524	53,632	83,065	12,646	66,124	6,022	65.8
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Jefferson, Johnson, Pawnee, Saunders, Thayer.	286.9	107.5	2,279,488	1,233,135	235,729	161,774	57,475	223,975	28,192	60.9

OMAHA, A QUALITY METRO MARKET

Median EBI/Household: 8% Above U.S.
$15,000+ Households: 11% Above U.S.
$25,000+ Households: 17% Above U.S.

OMAHA WORLD-HERALD
75% SUNDAY
71% DAILY COVERAGE

Sources: ABC 3/31/80 S&MM 1980 Survey of Buying Power

Omaha World-Herald

Further market information available from
George Kaplan, National Sales,
Omaha World-Herald, World-Herald Square, Omaha, Nebraska 68102

Participant in Newspaper Ad Bureau's "Newspapers CAN DO" data base — Represented Nationally by CWO&O, Inc.

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NB (cont.)										
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Frontier, Furnas, Garden, Garfield, Grant, Greeley, Harlan, Holt, Kearney, Keith, Knox, Nance, Nemaha, Nuckolls, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Sheridan, Thurston, Valley, Washington, Wayne.	1,079.4	393.4	8,755,530	4,425,519	877,547	534,798	209,486	925,177	124,182	50.3
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	488.9	186.0	4,040,795	2,533,213	509,507	359,554	108,884	484,853	94,773	72.6
RENO (Washoe) . . . **Over 50%:** Washoe; **20 - 49%:** Carson City, Churchill, Humboldt, Lander, Lyon, Mineral, Pershing.	283.7	111.8	2,641,846	1,784,251	271,111	184,659	105,836	344,411	154,825	45.6
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	316.0	111.4	2,458,178	1,361,249	309,760	161,596	66,810	221,360	35,681	55.4
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	279.4	105.9	2,209,180	1,504,047	356,693	127,208	50,392	190,599	31,163	57.0
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	555.0	208.5	4,448,835	1,656,291	481,717	115,744	68,416	199,488	43,466	44.6
LONG BRANCH-ASBURY PARK (Monmouth) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	862.5	306.4	7,162,674	3,747,603	989,219	381,497	165,100	657,713	88,342	44.2
NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE (Middlesex) . . . **Over 50%:** Middlesex.	595.8	199.0	5,610,126	2,534,594	601,278	335,480	127,537	328,053	47,640	50.8
NEWARK (Essex) . . . **Over 50%:** Essex, Morris, Somerset, Union; **20 - 49%:** Hunterdon, Middlesex, Sussex.	2,762.4	946.6	27,034,437	11,441,860	2,935,964	981,545	629,145	1,840,529	244,027	51.8

The Star-Ledger dominates the 2nd Largest Market in the N. Y. ADI

The Greater New Jersey Market is composed of 6 counties: Essex, Middlesex, Monmouth, Morris, Somerset and Union.

Effective Buying Income:
Greater New Jersey Market
$26,523,632,000

Nassau/Suffolk
$23,341,944,000

Westchester/Rockland/Putnam
$11,182,551,000

Bergen County
$9,105,733,000

Daily Adult Audience Profile: Greater New Jersey Market

	Star-Ledger	N.Y. News	N.Y. Times
Total Readers	900,000	373,000	290,000
Household Income $35,000+	174,000	52,000	87,000
College Educated	380,000	142,000	201,000
Occupation Professional/Technical Managerial/Administrative	198,000	71,000	107,000

In the New York ADI, you *must* include The Star-Ledger to attain your sales goals.

For full details and a copy of "10 Facts About the Greater New Jersey Market" write or call Walter J. Schwartz, National Advertising Manager (201) 877-4214

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Represented Nationally by Newhouse Newspapers

Sources: S&MM Survey of Buying Power 1980, Fas Fax 3/31/81, Scarborough 1980 Greater New Jersey Market, 6-County — Morris, Essex, Union, Middlesex, Somerset, Monmouth.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
NJ (cont.)										
PATERSON-CLIFTON-PASSAIC (Passaic) . . . **20 - 49%:** Passaic.	446.1	153.8	3,781,542	1,920,831	255,428	349,176	94,285	273,143	33,153	49.8
TRENTON (Mercer) . . . **Over 50%:** Mercer.	307.9	106.7	2,830,307	1,367,861	333,973	179,523	72,980	175,576	30,799	94.0
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Torrance, Valencia.	533.9	191.2	4,106,041	2,498,378	483,529	303,061	168,259	555,330	73,481	57.9
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Saratoga, Schenectady; **20 - 49%:** Columbia, Greene, Montgomery, Schoharie.	927.4	337.4	7,391,925	3,956,758	999,935	401,227	151,379	650,084	103,934	70.9
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	350.5	124.5	2,338,665	1,400,871	341,530	118,769	64,727	266,896	48,291	72.5
BUFFALO (Erie) . . . **Over 50%:** Erie, Niagara; **20 - 49%:** Wyoming.	1,273.4	460.2	10,035,743	5,655,369	1,521,467	824,326	243,480	1,073,217	205,227	87.4
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	156.3	54.8	1,017,465	540,166	142,538	71,748	19,006	98,908	19,097	58.6
GLEN FALLS (Warren) . . . **Over 50%:** Warren, Washington.	110.1	37.8	703,302	471,794	141,341	37,135	12,609	63,797	14,838	66.6
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	146.7	53.2	966,456	611,338	116,904	86,961	27,982	130,342	18,080	49.6
NASSAU-SUFFOLK (Nassau) . . . **Over 50%:** Nassau, Suffolk.	2,611.5	819.3	25,785,605	12,733,767	2,842,780	1,567,484	686,268	1,724,219	289,140	56.1
NEW YORK (New York City) . . . **Over 50%:** N.J.: Bergen; N.Y.: New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Hudson, Passaic; N.Y.: Nassau, Putnam, Suffolk.	13,497.8	4,976.6	125,887,476	51,767,775	12,582,719	6,574,216	2,806,044	5,818,135	1,272,849	57.2
NEWBURGH-MIDDLETOWN (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	328.8	109.4	2,245,268	1,360,424	419,664	140,158	47,980	190,510	33,314	53.6
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	155.7	52.6	894,141	451,020	124,458	52,652	13,447	77,151	17,348	38.8
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	247.0	82.1	1,691,930	1,067,206	307,253	141,112	32,184	138,206	20,385	46.1
ROCHESTER (Monroe) . . . **Over 50%:** Livingston, Monroe; **20 - 49%:** Ontario, Orleans, Wayne, Yates.	993.6	353.9	8,973,812	4,521,293	1,063,978	501,175	188,953	881,285	145,078	68.0
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	722.5	253.3	5,874,542	3,163,668	868,464	290,895	140,351	613,159	156,057	72.4

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No other newspaper, no magazine, no electronic medium can match The Record's 177,226 Sunday circulation in Bergen County. The Record's total Sunday circulation is 211,040, a bonus of 33,814 households in the markets adjacent to Bergen County.

The Record

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Source:
Audit Bureau of Circulations
Fas-Fax Average
for 6 months ending March 31, 1981

S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
NY (cont.)										
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	318.6	112.2	2,214,511	1,283,296	342,460	134,453	46,513	194,486	63,766	56.2
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	227.5	75.5	1,414,047	870,188	223,828	74,374	30,150	164,217	46,608	51.8

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*Source 1981 Liquor Handbook
**Source S & MM Survey of Buying Power

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NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Jackson, Macon, Madison, Swain, Transylvania, Yancey.	328.7	121.2	2,086,424	1,219,244	306,926	133,307	40,722	212,470	54,904	44.1
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	99.1	36.4	676,179	400,855	95,497	47,781	19,199	80,581	17,952	72.2
CHARLOTTE-GASTONIA (Mecklenburg) . . . **Over 50%:** Gaston, Mecklenburg; **20 - 49%:** Lincoln, Stanly, Union; S.C.: York.	843.2	299.6	6,544,009	3,522,571	837,952	452,067	154,949	772,352	140,932	62.4
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	271.1	83.1	1,608,965	855,425	182,496	151,579	50,405	161,930	16,636	59.5
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,035.7	377.3	7,706,561	4,205,991	916,297	484,849	241,217	873,133	177,819	61.4
HICKORY (Catawba) . . . **Over 50%:** Catawba.	106.1	38.1	812,254	518,978	107,379	66,673	24,098	101,778	12,637	50.1
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Carteret, Edgecombe, Franklin, Granville, Johnston, Martin, Orange, Person, Warren, Washington.	858.8	304.4	6,057,759	3,104,919	763,729	394,396	150,935	553,600	90,223	55.2
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Pender.	164.0	59.2	1,036,915	613,242	164,611	81,820	25,494	105,535	21,462	54.4

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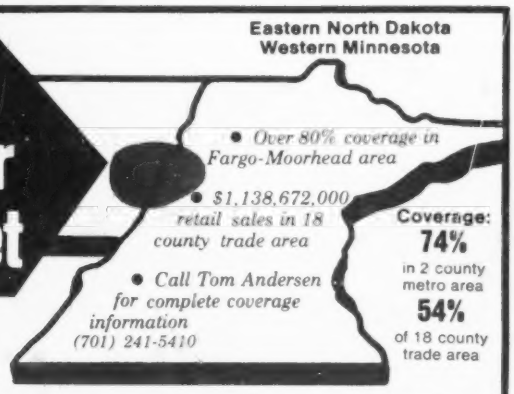

THE FORUM

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NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	134.5	47.1	1,003,354	567,937	105,085	64,988	22,044	122,098	18,960	56.7
FARGO-MOORHEAD (Cass; MINN.: Clay) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom, Steele; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Traill, Wells.	257.9	92.7	2,076,898	1,215,414	200,357	115,123	55,078	253,915	36,858	51.9
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	202.9	71.1	1,438,459	893,830	153,476	57,886	35,505	169,209	25,359	46.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Rolette, Towner, Wells.	136.0	47.3	975,531	572,313	102,399	45,368	16,657	137,189	17,393	56.6
OHIO										
AKRON (Summit) . . . **Over 50%:** Portage, Summit; **20 - 49%:** Medina.	774.6	273.5	6,078,025	3,340,932	859,192	393,354	114,693	533,860	120,436	63.6
CANTON (Stark) . . . **20 - 49%:** Carroll, Stark.	405.2	144.4	3,163,166	1,797,890	454,341	252,257	72,123	303,741	59,188	43.5
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,663.8	596.2	13,434,346	6,889,000	1,737,257	1,031,558	290,298	983,660	231,778	53.4

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S&MM's SURVEY OF NEWSPAPER MARKETS

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OH (cont.)										
CLEVELAND (Cuyahoga) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,888.7	698.9	17,107,999	8,744,557	1,982,141	1,334,610	350,308	1,401,258	377,920	90.6
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Jackson, Licking, Madison, Pickaway, Union.	1,282.1	468.4	10,280,325	5,524,033	1,184,920	813,890	243,154	944,338	172,725	63.1
DAYTON (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Darke, Greene, Miami, Preble.	884.3	322.5	7,324,301	3,680,131	803,701	582,775	172,529	587,740	88,746	69.2
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	85.2	31.0	529,834	312,712	75,105	38,533	17,346	47,849	9,263	77.9
FINDLAY (Hancock) . . . **Over 50%:** Hancock; **20 - 49%:** Putnam.	97.9	33.7	780,568	381,636	80,757	48,942	19,164	65,650	12,697	56.4
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	261.2	89.9	2,111,006	898,027	266,490	94,784	38,351	138,606	28,037	32.8

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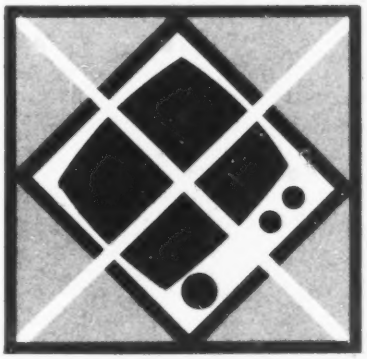

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Consider That!

Sources: Media Market Guide 1st quarter 1981; Belden CMS 1980.

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SUNDAY and EVENING MORNING

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OH (cont.)										
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Putnam.	145.5	49.9	1,090,365	636,378	124,134	125,005	25,432	89,539	23,184	68.1
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	276.3	92.4	2,102,117	1,008,321	249,599	166,069	42,809	168,963	38,964	74.7
MANSFIELD (Richland) . . . **Over 50%:** Richland.	131.2	47.0	959,678	604,186	121,824	95,185	22,438	106,606	14,541	67.0
PARKERSBURG-MARIETTA (W.VA.: Wood; OHIO: Washington) . . . **Over 50%:** W.VA.: Wood; **20 - 49%:** W.VA.: Calhoun, Pleasants, Ritchie, Wirt; **Under 20%:** OHIO: Washington.	192.5	68.9	1,394,587	841,751	203,060	140,502	31,283	156,067	24,671	50.8
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	134.9	47.1	974,149	573,377	134,809	81,067	24,351	91,323	21,418	47.8
SPRINGFIELD (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Champaign.	183.5	65.8	1,285,198	664,932	175,151	114,909	21,285	102,477	21,877	65.8
TOLEDO (Lucas) . . . **Over 50%:** MICH.: Monroe; OHIO: Lucas; **20 - 49%:** OHIO: Fulton, Henry, Ottawa, Wood.	823.2	291.5	6,975,000	3,485,368	794,299	462,936	138,366	598,669	129,107	61.8
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	128.3	41.2	883,973	422,919	102,279	37,095	15,707	81,593	14,460	55.7
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	530.7	188.7	4,319,329	2,259,878	527,643	384,833	97,735	329,721	83,365	73.0
ZANESVILLE (Muskingum) . . . **Over 50%:** Muskingum; **20 - 49%:** Morgan, Perry.	129.6	45.6	827,180	397,371	104,731	43,579	13,641	60,555	11,730	57.1
OKLAHOMA										
ENID (Garfield) . . . **Over 5.%:** Alfalfa, Garfield, Grant, Major; **20 - 49%:** Kingfisher, Woods.	111.1	42.8	858,951	519,906	110,599	42,769	23,529	134,958	22,268	63.8
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	120.3	38.5	901,175	422,922	94,359	57,979	24,940	108,934	6,760	77.1
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Beckham, Blaine, Caddo, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, Logan, McClain, Murray, Noble, Roger Mills, Washita, Woods, Woodward.	1,124.9	424.5	9,798,931	5,494,127	1,164,828	642,489	270,263	1,328,036	127,522	52.3
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Mayes, Okmulgee, Osage, Pawnee, Rogers, Wagoner, Washington.	818.3	309.2	6,829,718	4,034,061	856,864	552,262	204,806	915,900	78,901	55.6
OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	279.9	106.8	2,119,329	1,448,232	283,892	219,200	68,944	280,681	51,270	58.9
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	135.4	50.6	907,926	715,182	144,809	89,208	35,629	133,033	15,234	52.2

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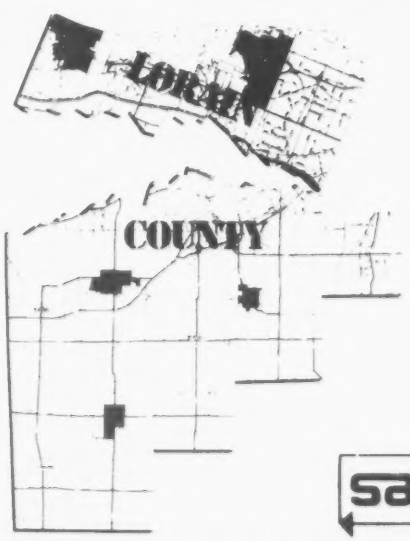

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	
OR (cont.)										
PORTLAND (Multnomah) . . . **Over 50%:** Clackamas, Multnomah, Washington; WASH.: Clark, Skamania; **20 - 49%:** ORE.: Clatsop, Columbia, Curry, Gilliam, Grant, Harney, Hood River, Lincoln, Sherman, Tillamook, Wallowa, Wasco, Yamhill.	1,537.5	594.7	13,006,659	7,430,947	1,373,536	1,376,034	392,215	1,207,603	229,795	58.9
SALEM (Marion) . . . **Over 50%:** Marion, Polk.	255.3	93.6	1,764,838	1,106,772	188,256	238,554	60,190	179,552	42,494	56.7
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM-EASTON (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	640.0	234.1	5,431,016	2,710,381	673,618	334,218	132,304	438,925	68,406	78.1
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.7	49.5	907,473	590,984	141,829	97,225	33,101	102,711	15,141	64.1
BUTLER (Butler) . . . **Over 50%:** Butler.	149.6	50.5	1,009,245	530,061	110,367	51,340	22,971	115,062	12,016	57.1
ERIE (Erie) . . . **Over 50%:** Erie.	281.0	98.4	2,041,268	1,079,626	189,609	155,191	61,085	211,555	33,297	73.1
HARRISBURG (Dauphin) . . . **Over 50%:** Cumberland, Dauphin; **20 - 49%:** Perry.	448.7	165.8	4,040,832	2,119,829	500,815	235,534	91,486	341,236	59,878	59.2
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	264.8	92.9	1,942,625	1,021,832	229,560	155,775	52,013	220,501	24,457	55.0
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	365.5	126.2	2,861,279	1,503,424	327,294	153,690	92,599	264,918	36,250	75.6
LEBANON (Lebanon) . . . **Over 50%:** Lebanon.	110.5	38.9	788,642	459,371	106,029	64,109	19,489	96,808	9,329	67.2
NORTHEAST PENNSYLVANIA (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	633.3	231.0	4,170,149	2,242,717	584,323	284,832	99,957	368,893	65,877	59.7
PHILADELPHIA (Philadelphia) . . . **Over 50%:** N.J.: Burlington, Camden, Cape May, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Atlantic, Salem.	5,054.2	1,781.6	43,587,264	20,259,130	4,543,445	2,366,864	955,201	3,388,007	513,849	85.9
PITTSBURGH (Allegheny) . . . **Over 50%:** Allegheny, Beaver, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,372.1	876.9	19,157,464	9,660,503	2,149,632	1,468,479	466,281	1,908,278	247,794	70.2
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.6	60.5	984,637	472,475	126,353	65,369	17,431	79,647	16,496	46.7
READING (Berks) . . . **Over 50%:** Berks.	314.1	116.0	2,607,802	1,333,379	274,993	190,518	51,977	243,261	21,029	70.8
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.3	45.2	866,711	517,645	116,115	62,289	20,049	143,271	11,471	53.7
SUNBURY (Northumberland) . . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	167.5	59.3	1,039,734	565,497	120,887	46,529	18,477	108,559	21,330	41.4
UNIONTOWN (Fayette) . . . **20 - 49%:** Fayette.	160.8	57.6	981,710	632,828	157,868	121,584	24,313	125,308	13,670	46.0
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	118.9	42.7	783,692	464,284	119,609	49,217	23,047	115,866	12,065	71.7
YORK (York) . . . **Over 50%:** York.	316.0	114.3	2,477,038	1,251,449	314,222	164,421	70,015	214,337	25,538	73.2

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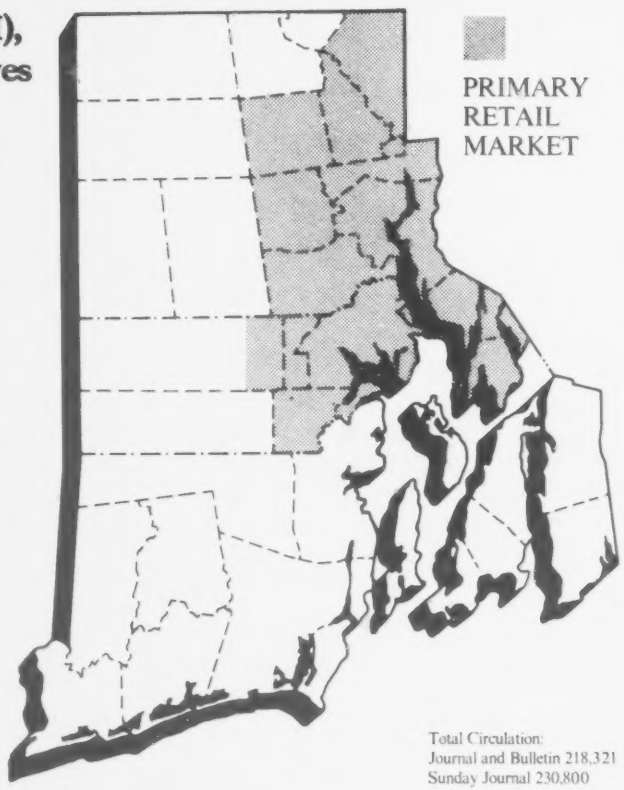
Sources: Circulation—ABC 3/29/81; Households—Providence Journal-Bulletin research department estimates; Sales—Urban Decisions 1980-81.



Total Circulation:
Journal and Bulletin 218,321
Sunday Journal 230,800

S&MM SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
RHODE ISLAND										
PROVIDENCE-WARWICK-PAWTUCKET (Providence, Kent) . . . **Ov. 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	949.6	343.2	3,502,962	3,326,007	782,590	375,222	135,906	450,053	116,522	73.4
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **Over 50%:** Anderson; **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Oconee.	282.3	100.2	1,688,583	1,069,144	299,995	104,613	50,154	234,733	42,583	41.7
CHARLESTON-NORTH CHARLESTON (Charleston) . . . **Over 50%:** Charleston, Dorchester; **20 - 49%:** Berkeley, Colleton.	468.8	152.2	2,[illegible]9,554	1,618,804	398,207	213,176	74,162	277,825	48,825	59.8

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
SC (cont.)										
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Allendale, Barnwell, Calhoun, Fairfield, Kershaw, Newberry, Saluda.	565.3	187.4	3,853,427	2,076,700	511,413	263,498	89,082	401,853	68,286	57.7
FLORENCE (Florence) . . . **Over 50%:** Florence; **20 - 49%:** Darlington.	175.0	57.1	1,056,105	641,357	150,240	82,025	27,995	108,722	20,640	46.5
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	749.2	261.4	5,020,814	2,972,820	736,556	342,210	118,297	543,663	117,009	55.3
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	147.2	52.2	1,041,774	762,304	155,750	66,998	34,988	143,381	17,544	54.6
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	196.4	72.0	1,576,440	974,439	141,163	103,313	35,652	200,652	45,363	53.2
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	478.7	169.9	2,955,870	1,799,126	438,960	258,053	70,085	289,376	57,084	58.1
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Chester, Crockett, Gibson, Henderson.	174.4	63.3	1,023,552	621,865	163,179	94,154	22,336	112,729	18,833	40.8
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan) . . . **Over 50%:** Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	559.7	199.0	3,230,821	2,099,139	520,265	265,444	79,502	406,063	51,453	51.4
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Claiborne, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Sevier, Union.	756.9	274.8	5,147,561	2,814,200	677,793	413,924	124,501	446,629	97,958	50.3
MEMPHIS (Shelby) . . . **Over 50%:** MISS.: De Soto; TENN.: Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: Panola, Quitman, Tate, Tunica, Yalobusha; TENN.: Fayette, Lake, Tipton.	1,035.7	354.7	7,348,369	3,952,416	1,044,927	535,428	175,286	694,476	138,200	66.7
NASHVILLE-DAVIDSON (Davidson) . . . **Over 50%:** Davidson, Williamson; **20 - 49%:** Bedford, Cheatham, Coffee, Dickson, Giles, Hickman, Humphreys, Marshall, Perry, Robertson, Rutherford, Smith, Sumner, Trousdale, Wilson.	1,032.7	370.7	7,718,405	4,367,867	1,016,419	590,109	205,237	838,231	135,940	50.9

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S&MM's SURVEY OF NEWSPAPER MARKETS

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TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Haskell, Shackelford, Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Stephens, Stonewall, Throckmorton.	247.7	91.3	1,740,166	1,119,435	242,315	92,898	40,702	271,579	33,799	54.8
AMARILLO (Potter) . . . **Over 50%:** Oldham, Potter, Randall; **20 - 49%:** OKLA.: Cimarron; TEX.: Armstrong, Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	355.8	131.2	2,872,780	1,919,958	411,600	166,406	89,022	485,239	48,710	51.1
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	639.9	235.9	5,128,333	2,882,146	614,980	372,334	122,823	533,358	71,018	51.5
BEAUMONT-PORT ARTHUR-ORANGE (Jefferson, Orange) . . . **Over 50%:** Jefferson; **20 - 49%:** Hardin, Jasper, Newton, Orange, Sabine, Tyler.	448.1	159.2	3,648,592	2,207,749	490,816	261,705	98,361	509,476	61,126	60.8
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Brooks, Duval, Jim Hogg, Jim Wells, Kleberg, Refugio, San Patricio.	449.9	145.1	2,934,649	1,923,258	512,080	207,695	72,903	452,683	47,469	55.9
DALLAS-FORT WORTH (Dallas, Tarrant) . . . **Over 50%:** Dallas, Rockwall, Tarrant; **20 - 49%:** Collin, Denton, Ellis, Erath, Hill, Hood, Johnson, Kaufman, Palo Pinto, Parker, Rains, Somervell, Wise.	3,104.4	1,136.4	28,904,948	16,116,473	2,734,158	2,099,634	766,463	3,974,283	708,286	61.3
EL PASO (El Paso) . . . **Over 50%:** El Paso; **20 - 49%:** Culberson, Hudspeth.	495.5	146.6	3,001,372	1,975,729	398,874	313,080	130,279	400,375	72,720	54.4
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	198.3	70.8	1,557,225	982,267	268,547	87,807	23,085	224,035	27,680	38.2

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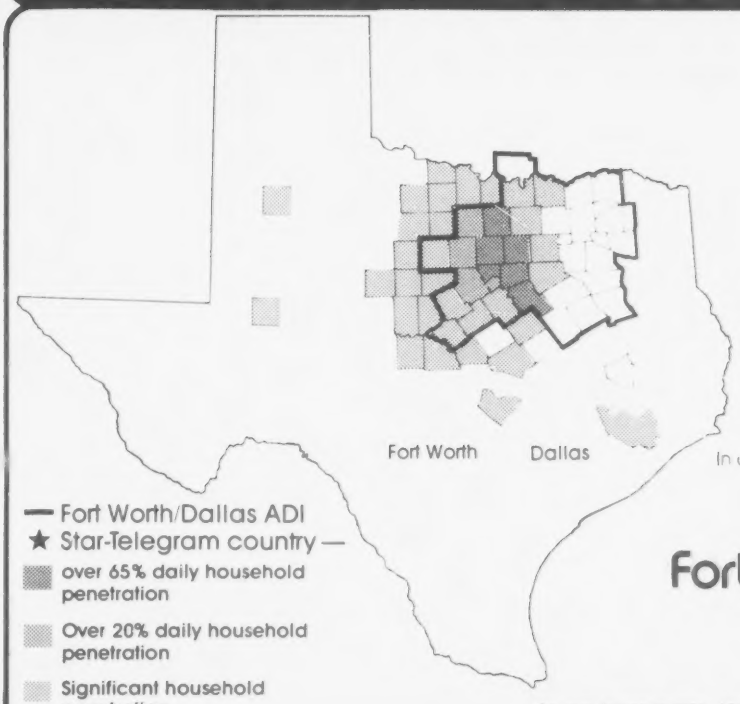

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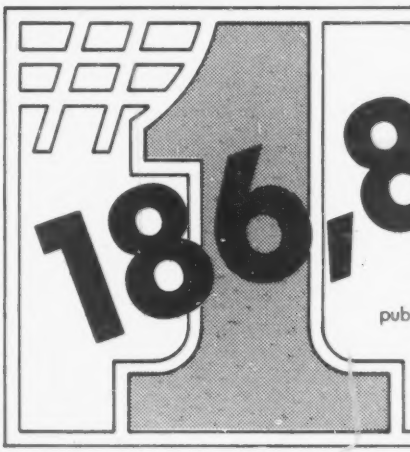

In San Antonio

THE SUNDAY EXPRESS-NEWS AS OF MARCH 31, 1981

The latest figures released by the Audit Bureau of Circulations — those reflecting the six-month period ENDING MARCH 31, 1981, show the Sunday Express-News with 186,815 copies, the largest Sunday circulation in San Antonio and South Texas. The figures are based on sworn publishers' statements to the ABC. For full details on THE LATEST CIRCULATION STORY IN SAN ANTONIO AND SOUTH TEXAS, ask your Branham or Hearst advertising representative to show you the latest ABC publisher's statement for the period ending March 31, 1981. It tells the latest circulation story.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
TX (cont.)										
HOUSTON (Harris) . . . **Over 50%:** Fort Bend, Harris; **20 - 49%:** Austin, Brazoria, Brazos, Colorado, Galveston, Grimes, Madison, Matagorda, Montgomery, Polk, Trinity, Walker, Waller, Washington, Wharton.	3,464.3	1,234.7	32,380,366	19,222,278	3,891,310	2,674,263	756,551	4,701,783	505,601	53.1
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	184.0	62.5	1,211,943	705,614	142,242	81,160	24,890	197,604	13,759	37.8
LONGVIEW-MARSHALL (Gregg, Harrison) . . . **Over 50%:** Gregg; **20 - 49%:** Upshur; **Under 20%:** Harrison.	183.7	65.7	1,315,841	980,723	215,852	108,902	52,113	212,174	26,954	40.8
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Cochran, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum	397.7	136.1	3,000,746	1,974,810	406,191	189,623	95,339	541,736	46,663	47.5
ODESSA (Ector) . . . **Over 50%:** Crane, Ector; **20 - 49%:** Andrews, Pecos, Upton, Ward, Winkler.	179.2	62.3	1,391,666	1,059,016	234,977	135,130	40,024	245,134	15,006	54.2
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Menard, Reagan, Schleicher, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Edwards, Glasscock, Irion, Kimble, McCulloch, Mason, Runnels, Sutton, Terrell, Upton.	151.9	55.2	1,022,704	760,435	162,160	71,659	25,730	219,694	12,682	60.5
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, La Salle, McMullen, Medina, Uvalde, Wilson.	1,271.0	421.0	8,964,308	5,243,459	1,170,615	784,968	218,414	1,055,902	107,262	63.1

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
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TX (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	128.2	46.4	769,102	557,047	144,534	69,028	17,178	112,512	14,880	54.1
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	188.2	68.9	1,369,753	918,265	197,607	119,029	46,464	194,972	23,306	52.2
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	155.7	54.4	1,045,320	742,693	163,236	75,479	30,616	179,835	21,865	53.6
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque.	186.4	68.4	1,276,856	878,829	179,999	91,344	39,303	221,569	29,583	59.8
WICHITA FALLS (Wichita) . . . **Over 50%:** Archer, Baylor, Wichita; **20 - 49%:** Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	219.3	81.5	1,623,284	1,010,208	219,510	107,642	46,129	239,638	25,881	59.5
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	231.4	62.3	1,224,164	684,640	138,456	111,838	44,306	136,982	20,627	48.1
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Iron, Juab, Millard, Sanpete, Sevier, Summit, Tooele, Utah, Wasatch, Wayne.	1,332.1	412.9	8,495,772	4,923,373	962,389	787,260	330,047	994,496	116,839	54.6
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden; **20 - 49%:** Addison, Franklin, Grand Isle, Lamoille.	203.2	68.7	1,382,324	768,234	171,873	95,103	34,356	93,403	17,654	59.3
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	143.6	51.1	915,071	587,945	146,765	62,900	24,555	88,184	21,729	54.1
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania.	112.2	40.3	722,302	405,664	120,804	44,931	14,622	80,018	12,988	59.8
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline, Westmoreland.	136.2	44.7	857,619	455,650	126,388	46,680	15,248	71,529	15,042	58.6
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	105.2	35.6	586,188	366,389	103,560	31,528	16,971	52,795	12,424	66.8
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford.	196.2	67.4	1,175,311	763,752	213,363	82,363	31,145	145,106	33,055	57.9
NEWPORT NEWS-HAMPTON (Newport News) . . . **Over 50%:** James City, Newport News, York; **20 - 49%:** Gloucester, Isle of Wight, Mathews, Middlesex, Surry.	411.0	141.9	2,645,603	1,741,137	384,240	232,753	117,422	294,110	43,899	67.8

SALT LAKE'S MOVING UP IN THE PACK!

Placing in the Top 50 is nothing to scoff at. But now the Salt Lake Metro, ranked among the top 40 in population, is destined to be among the front runners! The population in the Salt Lake SMSA has increased 32.6% over the 1970 Census figures. This growth, combined with that of business and industry (due in part to Utah's vast energy and recreational resources), moves this hearty competitor from 40th position to that of the NUMBER ONE place to invest.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
VA (cont.)										
NORFOLK-VIRGINIA BEACH-PORTSMOUTH (Norfolk, Virginia Beach) . . . **Over 50%:** Norfolk, Virginia Beach; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Isle of Wight, Northampton, Southampton, Suffolk.	899.0	300.4	6,130,397	3,615,965	849,699	427,583	165,781	739,234	95,893	71.1
RICHMOND (Henrico) . . . **Over 50%:** Chesterfield, Goochland, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Surry, Sussex.	983.2	348.7	7,348,878	4,396,087	1,018,200	587,164	190,233	786,549	165,155	65.8
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Roanoke; **20 - 49%:** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Wythe.	532.4	189.5	3,351,091	2,236,060	558,200	260,081	89,667	398,067	72,582	55.0
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	150.3	54.3	1,390,037	545,883	148,537	56,933	21,520	83,808	42,399	63.4
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz, Wahkiakum.	84.3	31.6	643,017	329,016	74,904	52,430	12,456	62,865	12,832	71.6
OLYMPIA (Thurston) . . . **Over 50%:** Thurston; **20 - 49%:** Mason.	160.2	60.7	1,497,213	606,274	167,929	53,977	36,123	93,766	24,724	47.4
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton, Franklin; **20 - 49%:** Adams.	162.5	57.8	1,411,506	876,612	207,496	104,608	33,299	139,489	56,661	61.4
SEATTLE-EVERETT (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Clallam, Island, Jefferson, San Juan, Skagit.	1,809.7	703.3	16,613,897	9,410,469	1,988,456	1,132,310	467,654	1,494,389	361,138	68.6
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Pend Oreille, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Stevens, Whitman.	576.4	212.5	4,327,533	2,216,786	516,232	245,301	107,989	388,302	83,889	58.5
TACOMA (Pierce) . . . **Over 50%:** Pierce.	493.4	179.1	4,144,349	1,889,582	390,429	276,542	91,529	350,485	64,734	55.7
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	148.1	55.6	1,219,581	605,426	171,754	44,098	19,441	92,538	35,619	48.4
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	175.0	62.7	1,167,168	719,343	160,573	89,204	32,434	135,660	27,085	58.0
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Monroe, Summers, Wyoming.	212.4	72.8	1,112,776	800,201	215,741	93,663	37,458	169,247	26,537	41.2
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	132.5	46.6	885,792	620,807	182,340	55,694	24,535	142,766	14,899	48.9
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	466.7	168.3	3,385,236	2,017,360	478,322	272,936	74,025	473,465	66,862	58.5
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge, Gilmer, Lewis.	113.0	41.1	644,163	397,327	104,053	34,814	19,982	100,731	13,274	56.8
HUNTINGTON-ASHLAND (Cabell; KY.: Boyd) . . . **Over 50%:** KY.: Boyd, Greenup; W.VA.: Cabell; **20 - 49%:** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	353.1	125.7	2,287,905	1,367,898	355,417	183,772	75,701	218,957	49,712	52.7
PARKERSBURG-MARIETTA (Wood; OHIO: Washington) . . . **Over 50%:** W.VA.: Wood; **20 - 49%:** W.VA.: Calhoun, Pleasants, Ritchie, Wirt; **Under 20%:** OHIO: Washington.	192.5	68.9	1,394,587	841,751	203,060	140,502	31,283	156,067	24,671	50.8
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Tyler, Wetzel.	250.3	90.6	1,799,119	978,583	244,788	127,177	51,431	177,876	32,803	47.8
WISCONSIN										
APPLETON-OSHKOSH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	373.3	130.4	2,769,662	1,427,037	305,949	175,377	63,562	240,513	41,100	59.9
DULUTH-SUPERIOR (MINN.: St. Louis; WIS.: Douglas) . . . **Over 50%:** MINN.: Carlton, Lake, St. Louis; **20 - 49%:** MINN.: Cook, Itasca; WIS.: Douglas.	358.1	131.2	2,610,394	1,449,873	309,817	184,083	52,613	214,121	36,505	50.6
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin.	188.6	64.6	1,194,227	734,508	118,084	114,732	27,437	115,580	24,817	43.5

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
WI (cont.)										
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Door, Kewaunee, Oconto.	251.0	87.7	1,823,634	999,281	207,700	158,154	50,523	150,449	24,499	61.5
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.3	75.3	1,638,091	871,096	204,194	123,388	30,016	114,229	25,621	38.0
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	123.5	43.7	1,202,440	379,686	93,747	51,326	14,473	38,862	8,990	71.2
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	172.8	61.1	1,123,195	649,179	124,311	73,822	30,962	87,034	19,580	50.9
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk.	572.4	210.3	4,623,225	2,541,172	461,829	238,548	130,348	369,126	63,418	46.6
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Waukesha; **20 - 49%:** Oneida, Price, Washington.	1,447.1	525.3	12,602,353	6,560,150	1,465,774	912,837	335,696	966,794	221,367	81.3
RACINE (Racine) . . . **Over 50%:** Racine.	173.5	60.3	1,383,217	634,740	160,712	74,069	31,624	88,215	20,331	63.3
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.7	36.1	779,793	377,064	96,694	66,794	10,435	52,562	13,728	74.3
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	139.1	48.1	1,015,137	490,244	118,412	61,239	20,937	72,712	10,410	57.6
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Hot Springs, Johnson, Niobrara, Weston.	111.1	40.1	1,076,466	737,264	143,657	46,624	45,432	163,884	20,518	53.9

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Section E

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										Buying Power Index
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
ALABAMA											
ANNISTON	117.8	40.2	20.5	661,963	437,076	123,730	55,023	18,471	72,481	13,917	.0422
BIRMINGHAM	1,335.8	476.7	323.8	8,857,211	5,160,116	1,266,553	635,303	236,277	955,625	179,145	.5215
DOTHAN	215.2	74.2	45.7	1,274,277	736,767	192,267	99,183	34,072	139,308	18,490	.0773
HUNTSVILLE-DECATUR-FLORENCE	677.4	238.0	82.1	4,442,315	2,396,880	594,759	285,834	105,421	467,220	69,206	.2559
MOBILE-PENSACOLA	1,120.2	381.1	256.2	7,126,099	4,165,693	1,020,467	653,859	172,821	718,091	141,956	.4236
MONTGOMERY	481.5	164.8	182.8	2,963,086	1,649,885	409,405	228,047	61,246	264,260	47,312	.1750
SELMA	78.8	25.9	42.8	354,228	263,861	79,367	26,416	13,595	41,050	8,231	.0250
TUSCALOOSA	139.3	48.0	37.8	993,956	514,485	111,643	80,933	21,392	77,109	15,570	.0556
ARIZONA											
PHOENIX	2,007.2	717.8	56.5	14,628,590	7,925,463	1,930,258	909,150	536,073	1,472,205	273,973	.8251
TUCSON	691.4	250.8	19.7	4,950,290	2,570,818	626,898	330,788	150,987	500,985	99,467	.2767
ARKANSAS											
FT. SMITH	332.3	120.4	9.0	2,113,095	1,480,378	307,083	219,233	60,224	314,882	40,354	.1331
JONESBORO	179.5	66.0	3.3	1,025,599	690,113	158,076	80,792	26,443	161,593	19,967	.0655
LITTLE ROCK	1,219.4	439.1	213.0	7,890,303	4,632,225	1,010,877	619,699	167,129	1,046,523	164,050	.4684

(continued on page 161)

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 11.3, Callahan 3.8, Coke 1.2, Coleman 3.8, Concho 1.0, Eastland 2.0, Fisher 2.0, Haskell 2.7, Jones 5.7, King 0.2, McCulloch 3.0, Menard 0.8, Mitchell 3.0, Nolan 5.8, Runnels 4.0, Scurry 5.8, Shackelford 1.3, Stonewall 0.9, Sutton 1.5, Taylor 35.2. Tot. Hslds.: 111,700.

ALBANY, GA.— Atkinson 1.8, Baker 1.1, Ben Hill 5.3, Berrien 4.3, Coffee 8.3, Colquitt 11.4, Cook 4.2, Dougherty 31.1, Irwin 2.8, Lanier 1.7, Lee 3.5, Mitchell 6.0, Tift 10.1, Turner 2.8, Worth 5.4. Tot. Hslds.: 109,100.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.4. N.Y.: Albany 23.3, Columbia 4.7, Fulton 4.4, Greene 3.3, Hamilton 0.4, Montgomery 4.3, Rensselaer 11.5, Saratoga 11.5, Schenectady 12.2, Schoharie 2.1, Warren 4.3, Washington 3.9. VT.: Bennington 2.6. Tot. Hslds.: 462,600.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.1. COLO.: Archuleta 0.4, Conejos 0.7, Costilla 0.3, Dolores 0.2, La Plata 2.9, Montezuma 1.7, Rio Grande 1.0, Saguache 0.4. N.M.: Bernalillo 45.5, Colfax 1.5, Grant 2.6, Guadalupe 0.4, Harding 0.1, Lincoln 1.3, Los Alamos 1.9, McKinley 4.4, Mora 0.4, Otero 4.3, Rio Arriba 2.7, Sandoval 3.2, San Miguel 2.2, Santa Fe 7.9, Sierra 1.1, Socorro 1.2, Taos 1.9, Torrance 0.8, Valencia 5.8. Tot. Hslds.: 343,400.

ALEXANDRIA, LA.— Avoyelles 16.9, Grant 2.2, Rapides 56.1, Vernon 19.8. Tot. Hslds.: 81,500.

ALEXANDRIA, MINN.— Beltrami 12.8, Big Stone 3.6, Cass 9.5, Crow Wing 19.4, Douglas 12.8, Grant 3.4, Hubbard 6.5, Lac qui Parle 4.9, Pope 5.4, Stevens 4.9, Todd 10.8, Wadena 6.1. Tot. Hslds.: 80,300.

ALPENA, MICH.— Alcona 25.0, Alpena 75.0. Tot. Hslds.: 15,200.

AMARILLO, TEX.— KANS.: Morton 0.7. N.M.: Curry 8.5, Quay 2.3, Union 1.9. OKLA.: Cimarron 0.8, Harmon 1.0, Roger Mills 1.0. Texas 3.7. TEX.: Armstrong 0.5, Briscoe 0.6, Carson 1.4, Castro 1.8, Childress 1.6, Collingsworth 1.0, Cottle 0.7, Dallam 1.4, Deaf Smith 3.8, Donley 0.9, Gray 5.9, Hall 1.3, Hansford 1.3, Hartley 0.8, Hemphill 1.1, Hutchinson 5.8, Lipscomb 0.8, Moore 3.3, Ochiltree 2.0, Oldham 0.4, Parmer 2.0, Potter 22.1, Randall 16.0, Roberts 0.2, Sherman 0.6, Swisher 1.9, Wheeler 1.6. Tot. Hslds.: 173,500.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 40,200.

ARDMORE-ADA, OKLA.— Atoka 6.3, Bryan 17.0, Carter 23.8, Choctaw 9.2, Coal 3.3, Johnston 5.6, Love 4.2, Marshall 6.2, Pontotoc 17.9, Pushmataha 5.5. Tot. Hslds.: 69,400.

ATLANTA, GA.— ALA.: Cleburne 0.4. GA.: Baldwin 1.0, Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Chattooga 0.7, Cherokee 1.6, Clarke 2.6, Clayton 4.9, Cobb 10.4, Coweta 1.3, Dawson 0.2, De Kalb 16.7, Douglas 1.7, Fayette 0.9, Floyd 2.7, Forsyth 0.9, Fulton 21.4, Gilmer 0.4, Gordon 1.0, Greene 0.4, Gwinnett 5.5, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.1, Jackson 0.8, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Meriwether 0.7, Monroe 0.5, Morgan 0.3, Newton 1.5, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.1, Putnam 0.3, Rabun 0.4, Rockdale 1.1, Spalding 1.5, Towns 0.2, Troup 1.7, Union 0.3, Upson 0.9, Walton 1.0, White 0.3. N.C.: Clay 0.2. Tot. Hslds.: 1,065,300.

AUGUSTA, GA.— Burke 3.4, Columbia 7.3, Emanuel 3.8, Glascock 0.4, Jefferson 3.3, Jenkins 1.5, Lincoln 1.2, McDuffie 3.4, Richmond 32.8, Taliaferro 0.4, Warren 1.1, Washington 3.3, Wilkes 2.1. S.C.: Aiken 20.1, Allendale 1.9, Bamberg 3.1, Barnwell 3.6, Edgefield 3.1, McCormick 1.3, Saluda 2.9. Tot. Hslds.: 185,900.

AUSTIN, TEX.— Bastrop 4.0, Burnet 3.2, Caldwell 3.3, Lee 1.7, Llano 2.0, Mason 0.7, Travis 73.4, Williamson 11.6. Tot. Hslds.: 224,300.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 120,500.

BALTIMORE, MD.— Anne Arundel 14.5, Baltimore 28.2, Baltimore city 32.7, Caroline 1.0, Carroll 3.7, Cecil 2.3, Dorchester 1.3, Harford 5.6, Howard 4.9, Kent 0.7, Queen Anne's 1.1, Talbot 1.2. PA.: Adams 2.7. Tot. Hslds.: 856,400.

BANGOR, MAINE— Hancock 13.2, Knox 10.4, Penobscot 39.1, Piscataquis 5.4, Somerset 13.0, Waldo 8.4, Washington 10.5. Tot. Hslds.: 119,600.

BATON ROUGE, LA.— Ascension 6.8, Assumption 2.8, East Baton Rouge 54.2, East Feliciana 2.2, Iberville 4.1, Livingston 8.1, Pointe Coupee 3.3, St. Helena 1.3, St. Mary 8.7, West Baton Rouge 2.5, West Feliciana 1.0. MISS.: Amite 1.9, Walthall 1.9, Wilkinson 1.4. Tot. Hslds.: 236,900.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 8.9, Jasper 5.9, Jefferson 57.5, Newton 2.9, Orange 18.0, Sabine 2.1, Tyler 3.8. Tot. Hslds.: 159,200.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 24,300.

BILLINGS-HARDIN, MONT.— Big Horn 4.3, Carbon 4.2, Garfield 0.8, Golden Valley 0.5, Musselshell 2.5, Park 6.6, Petroleum 0.3, Rosebud 4.3, Stillwater 2.8, Sweet Grass 1.7, Treasure 0.5, Wheatland 1.2, Yellowstone 54.3. WYO.: Big Horn 5.5, Park 10.4. Tot. Hslds.: 76,000.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.5, Stone 5.5. Tot. Hslds.: 56,500.

BINGHAMTON, N.Y.— Broome 51.7, Chenango 11.4, Delaware 11.1, Tioga 11.2. PA.: Bradford 14.6. Tot. Hslds.: 149,800.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.7, Cherokee 1.4, Chilton 2.3, Clay 1.0, Coosa 0.8, Cullman 4.7, Etowah 7.8, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 51.9, Marion 2.3, Perry 1.0, St. Clair 3.0, Shelby 4.8, Talladega 5.1, Walker 5.1, Winston 1.7. Tot. Hslds.: 476,700.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.4, Tazewell 12.0. W.VA.: Fayette 13.9, Greenbrier 9.5, McDowell 11.1, Mercer 18.5, Monroe 3.1, Pocahontas 2.5, Raleigh 21.2, Summers 3.7, Webster 3.0. Tot. Hslds.: 145,600.

BOISE, IDA.— Ada 47.1, Adams 0.9, Boise 0.9, Camas 0.2, Canyon 21.0, Elmore 5.0, Gem 3.1, Gooding 3.1, Owyhee 1.9, Payette 4.1, Valley 1.5, Washington 2.3. ORE.: Grant 2.2, Malheur 6.8. Tot. Hslds.: 139,600.

BOSTON, MASS.— Barnstable 3.2, Essex 12.3, Middlesex 25.5, Nantucket 0.1, Norfolk 11.2, Plymouth 7.2, Suffolk 13.4, Worcester 12.1. N.H.: Cheshire 1.2, Hillsborough 5.2, Merrimack 1.9, Rockingham 3.6, Strafford 1.6, Sullivan 0.7. VT.: Windham 0.8. Tot. Hslds.: 1,883,000.

BOWLING GREEN, KY.— Adair 1.3, Green 5.9, Hart 1.3, Warren 63.0. Tot. Hslds.: 40,500.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 1.6. N.C.: Ashe 2.9, Watauga 3.9, Yancey 1.9. TENN.: Carter 6.4, Greene 6.9, Hawkins 5.5, Johnson 1.7, Sullivan 18.7, Unicoi 2.1, Washington 11.2. VA.: Bristol 2.6, Buchanan 4.3, Dickenson 2.3, Lee 3.2, Norton 0.6, Russell 3.9, Scott 3.1, Smyth 4.1, Washington 5.7, Wise 5.3. Tot. Hslds.: 283,800.

BUFFALO, N.Y.— Allegany 2.7, Cattaraugus 4.8, Chautauqua 8.6, Erie 59.3, Genesee 3.3, Niagara 13.1, Orleans 2.1, Wyoming 2.1. PA.: McKean 3.0, Potter 1.0. Tot. Hslds.: 617,800.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.2, Essex 6.3, Franklin 7.4. VT.: Addison 4.6, Caledonia 4.5, Chittenden 19.0, Franklin 5.7, Grand Isle 0.8, Lamoille 2.9, Orange 3.9, Orleans 4.0, Rutland 10.1, Washington 9.1, Windsor 9.4. Tot. Hslds.: 207,700.

CASPER-RIVERTON, WYO.— Converse 9.3, Fremont 26.3, Johnson 4.8, Natrona 50.9, Niobrara 2.3, Washakie 6.5. Tot. Hslds.: 52,500.

CEDAR RAPIDS-WATERLOO, IOWA— Allamakee 1.7, Benton 2.8, Black Hawk 15.7, Bremer 2.7, Buchanan 2.5, Butler 2.0, Cedar 2.2, Chickasaw 1.7, Clayton 2.4, Delaware 2.0, Dubuque 9.8, Fayette 2.9, Grundy 1.7, Iowa 1.8, Johnson 9.9, Jones 2.2, Keokuk 1.6, Linn 20.1, Tama 2.3, Washington 2.3, Winneshiek 2.3. WISC.: Crawford 1.9, Grant 5.4. Tot. Hslds.: 312,800.

CHARLESTON, S.C.— Berkeley 16.9, Charleston 52.2, Colleton 5.9, Dorchester 10.8, Georgetown 7.7, Williamsburg 6.5. Tot. Hslds.: 177,500.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.6, Elliott 0.4, Floyd 3.2, Greenup 2.5, Johnson 1.6, Knott 1.1, Lawrence 0.8, Magoffin 0.8, Martin 0.8, Morgan 0.8, Pike 5.2. OHIO: Athens 3.6, Gallia 2.0, Jackson 2.1, Lawrence 4.3, Meigs 1.7, Pike 1.5, Scioto 5.8, Vinton 0.8. Washington 4.4. W.VA.: Boone 2.0, Braxton 1.0, Cabell 7.8, Calhoun 0.6, Clay 0.7, Jackson 1.7, Kanawha 16.9, Lincoln 1.5, Logan 3.2, Mason 1.9, Mingo 2.3, Nicholas 1.9, Putnam 2.6, Roane 1.1, Wayne 3.1, Wirt 0.3, Wyoming 2.1. Tot. Hslds.: 518,500.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.4, Avery 0.8, Burke 4.1, Cabarrus 5.2, Caldwell 4.0, Catawba 6.4, Cleveland 4.8, Gaston 9.5, Iredell 5.0, Lincoln 2.5, Mecklenburg 25.1, Mitchell 0.9, Richmond 2.7, Rowan 6.1, Stanly 3.0, Union 3.9. S.C.: Chester 1.7, Chesterfield 2.2, Lancaster 3.0, York 6.0. Tot. Hslds.: 599,200.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6. GA.: Catoosa 4.7, Dade 1.5, Fannin 2.0, Murray 2.5, Walker 7.2, Whitfield 8.3. N.C.: Cherokee 2.5. TENN.: Bledsoe 1.1, Bradley 8.6, Grundy 1.7, Hamilton 38.0, McMinn 5.4, Marion 3.1, Meigs 0.9, Polk 1.7, Rhea 3.1, Sequatchie 1.1. Tot. Hslds.: 276,500.

CHEYENNE, WYO.— COLO.: Sedgwick 2.6. NEB.: Deuel 2.0, Morrill 4.2, Scotts Bluff 28.7. WYO.: Goshen 9.2, Laramie 52.7. Tot. Hslds.: 49,100.

CHICAGO, ILL.— Cook 63.4, De Kalb 0.8, Du Page 7.7, Grundy 0.4, Iroquois 0.4, Kane 3.2, Kankakee 1.2, Kendall 0.4, Lake 4.8, La Salle 1.4, Livingston 0.5, McHenry 1.7, Will 3.6. IND.: Jasper 0.3, Lake 5.9, La Porte 1.3, Newton 0.2, Porter 1.4. WISC.: Kenosha 1.5. Tot. Hslds.: 2,976,900.

CHICO-REDDING, CALIF.— Butte 44.9, Glenn 6.0, Shasta 34.1, Tehama 11.4, Trinity 3.6. Tot. Hslds.: 131,200.

CINCINNATI, OHIO— IND.: Dearborn 1.7, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3. KY.: Boone 2.2, Bracken 0.4, Campbell 4.1, Carroll 0.5, Gallatin 0.2, Grant 0.6, Kenton 7.0, Lewis 0.7, Mason 0.9, Owen 0.5, Pendleton 0.5, Robertson 0.1. OHIO: Adams 1.3, Brown 1.6, Butler 12.8, Clermont 6.2, Clinton 1.8, Hamilton 46.2, Highland 1.7, Warren 4.6. Tot. Hslds.: 701,500.

CLARKSBURG-WESTON, W.VA.— Barbour 7.7, Doddridge 3.5, Gilmer 3.9, Harrison 38.1, Lewis 9.1, Randolph 13.2, Ritchie 5.6, Taylor 7.9, Upshur 10.9. Tot. Hslds.: 75,100.

CLEVELAND, OHIO— Ashland 1.5, Ashtabula 2.6, Crawford 1.3, Cuyahoga 40.3, Erie 2.0, Geauga 1.7, Holmes 0.6, Huron 1.4, Lake 5.2, Lorain 6.6, Medina 2.7, Portage 3.2, Richland 3.4, Stark 9.7, Summit 13.6, Tuscarawas 2.2, Wayne 2.3. Tot. Hslds.: 1,400,300.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 1.0, Bent 1.1, Cheyenne 0.4, Crowley 0.6, Custer 0.3, El Paso 56.3, Fremont 5.2, Hinsdale 0.1, Huerfano 1.2, Kiowa 0.4, Las Animas 2.7, Lincoln 0.9, Mineral 0.2, Otero 4.1, Prowers 2.4, Pueblo 23.2. Tot. Hslds.: 197,200.

COLUMBIA, S.C.— Calhoun 1.7, Clarendon 3.6, Fairfield 2.7, Kershaw 5.6, Lee 2.4, Lexington 20.6, Newberry 4.6, Orangeburg 10.9, Richland 36.5, Sumter 11.6. Tot. Hslds.: 240,200.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 8.0, Boone 29.5, Callaway 8.9, Charlton 3.3, Cole 16.4, Cooper 4.4, Howard 3.0, Maries 2.3, Miller 5.6, Moniteau 3.5, Morgan 4.4, Osage 3.2, Randolph 7.6. Tot. Hslds.: 124,100.

COLUMBUS, GA.— ALA.: Barbour 4.6, Chambers 7.5, Lee 15.1, Randolph 3.9, Russell 9.0. GA.: Calhoun 1.0, Chattahoochee 1.7, Clay 0.7, Crisp 3.6, Harris 2.9, Macon 2.4, Marion 0.9, Muscogee 32.4, Quitman 0.4, Randolph 1.7, Schley 0.6, Stewart 1.0, Sumter 5.2, Talbot 1.1, Taylor 1.5, Terrell 2.1, Webster 0.4. Tot. Hslds.: 183,700.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.3, Pickens 5.1. MISS.: Calhoun 4.0, Chickasaw 4.3, Choctaw 2.2, Clay 5.0, Itawamba 5.2, Lee 14.7, Lowndes 13.7, Monroe 8.9, Montgomery 3.3, Noxubee 2.9, Oktibbeha 8.1, Prentiss 6.1, Tishomingo 5.0, Webster 2.6, Winston 4.8. Tot. Hslds.: 138,700.

COLUMBUS, OHIO— Coshocton 2.3, Delaware 3.1, Fairfield 5.6, Fayette 1.7, Franklin 56.9, Hocking 1.5, Knox 2.8, Licking 7.5, Madison 1.9, Marion 4.2, Morgan 0.9, Morrow 1.6, Perry 1.9, Pickaway 2.5, Ross 3.9, Union 1.8. Tot. Hslds.: 576,700.

CORPUS CHRISTI, TEX.— Aransas 3.5, Bee 5.4, Brooks 1.7, Duval 2.5, Jim Hogg 1.0, Jim Wells 7.4, Kenedy 0.1, Kleberg 6.8, Nueces 57.7, Refugio 2.1, San Patricio 11.7. Tot. Hslds.: 153,600.

DALLAS-FT. WORTH, TEX.— Anderson 0.9, Bosque 0.4, Collin 3.6, Comanche 0.4, Cooke 0.8, Dallas 44.2, Delta 0.1, Denton 3.8, Ellis 1.5, Erath 0.7, Fannin 0.7, Franklin 0.2, Freestone 0.4, Grayson 2.6, Hamilton 0.3, Henderson 1.2, Hill 0.7, Hood 0.5, Hopkins 0.7, Hunt 1.5, Jack 0.2, Johnson 1.8, Kaufman 1.0, Lamar 1.2, Limestone 0.6, Navarro 1.0, Palo Pinto 0.7, Parker 1.2, Rains 0.1, Rockwall 0.4, Somervell 0.1, Stephens 0.3, Tarrant 23.7, Van Zandt 0.9, Wise 0.7, Wood 0.7. Tot. Hslds.: 1,340,300.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.2, Henderson 1.1, Henry 6.5, Jo Daviess 2.6, Knox 7.2, Lee 4.0, Mercer 2.1, Putnam 0.7, Rock Island 19.2, Warren 2.5, Whiteside 7.3. IOWA: Clinton 6.4, Des Moines 5.4, Henry 2.1, Jackson 2.4, Louisa 1.3, Muscatine 4.5, Scott 18.0. Tot. Hslds.: 321,600.

DAYTON, OHIO— IND.: Wayne 5.8. OHIO: Auglaize 3.1, Champaign 2.5, Clark 11.4, Darke 4.1, Greene 9.1, Logan 3.1, Mercer 2.6, Miami 6.9, Montgomery 45.3, Preble 2.8, Shelby 3.1. Tot. Hslds.: 472,100.

DENVER, COLO.— Adams 10.2, Alamosa 0.5, Arapahoe 13.0, Boulder 8.3, Chaffee 0.6, Clear Creek 0.3, Denver 24.7, Douglas 1.0, Eagle 0.6, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.3, Gunnison 0.5, Jackson 0.1, Jefferson 15.8, Kit Carson 0.3, Lake 0.3, Larimer 6.6, Logan 0.8, Moffat 0.6, Morgan 0.9, Park 0.2, Phillips 0.2, Pitkin 0.5, Rio Blanco 0.3, Routt 0.6, Summit 0.4, Teller 0.3, Washington 0.2, Weld 5.1, Yuma 0.4. NEB.: Box Butte 0.6, Cheyenne 0.5, Dawes 0.4, Keith 0.4, Kimball 0.2. WYO.: Albany 1.3, Carbon 0.9, Platte 0.5. Tot. Hslds.: 860,100.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.4, Carroll 2.2, Clarke 0.9, Dallas 3.0, Decatur 1.0, Franklin 1.4, Greene 1.3, Guthrie 1.3, Hamilton 1.9, Hardin 2.3, Humboldt 1.3, Jasper 3.8, Lucas 1.1, Madison 1.3, Mahaska 2.4, Marion 2.9, Marshall 4.3, Monroe 1.0, Pocahontas 1.2, Polk 32.5, Poweshiek 1.9, Ringgold 0.7, Story 6.7, Union 1.5, Wapello 4.3, Warren 3.3, Wayne 0.9, Webster 4.7, Wright 1.8. Tot. Hslds.: 359,000.

DETROIT, MICH.— Lapeer 1.3, Livingston 2.0, Macomb 14.1, Monroe 2.6, Oakland 21.8, St. Clair 2.9, Washtenaw 5.7, Wayne 49.5. Tot. Hslds.: 1,662,300.

DOTHAN, ALA.— Coffee 18.3, Dale 20.5, Geneva 11.7, Henry 7.3, Houston 36.3. GA.: Early 5.9. Tot. Hslds.: 74,200.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.4. MINN.: Aitkin 2.9, Carlton 5.9, Cook 0.9, Itasca 8.9, Koochiching 3.6, Lake 2.6, St. Louis 47.5. WISC.: Ashland 3.6, Bayfield 3.0, Douglas 9.6, Iron 1.6, Sawyer 2.7, Washburn 2.9. Tot. Hslds.: 173,900.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 51.8. CALIF.: Imperial 48.2. Tot. Hslds.: 59,700.

EL PASO, TEX.— N.M.: Dona Ana 17.1, Luna 3.1. TEX.: Culberson 0.5, El Paso 78.8, Hudspeth 0.4. Tot. Hslds.: 183,800.

ELMIRA, N.Y.— Chemung 41.3, Steuben 42.2. PA.: Tioga 16.5. Tot. Hslds.: 84,200.

ERIE, PA.— Crawford 21.5, Erie 67.0, Warren 11.5. Tot. Hslds.: 146,800.

EUGENE, ORE.— Coos 14.7, Douglas 20.7, Lane 64.5. Tot. Hslds.: 165,500.

EUREKA, CALIF.— Del Norte 12.5, Humboldt 75.1. ORE.: Curry 12.5. Tot. Hslds.: 56,200.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Wabash 2.2, Wayne 2.9, White 2.9. IND.: Dubois 4.6, Gibson 5.1, Perry 2.8, Pike 2.1, Posey 3.9, Spencer 2.7, Vanderburgh 26.9, Warrick 5.9. KY.: Daviess 12.8, Hancock 1.1, Henderson 6.2, Hopkins 7.0, McLean 1.5, Ohio 3.2, Union 2.3, Webster 2.3. Tot. Hslds.: 241,000.

FARGO, N.D.— MINN.: Becker 5.0, Clay 7.9, Clearwater 1.4, Kittson 1.2, Lake of the Woods 0.7, Mahnomen 0.9, Marshall 2.1, Norman 1.6, Otter Tail 9.0, Pennington 2.7, Polk 5.9, Red Lake 0.9, Roseau 2.1, Wilkin 1.4. N.D.: Barnes 2.5, Benson 1.2, Cass 16.0, Cavalier 1.3, Dickey 1.2, Eddy 0.7, Foster 0.8, Grand Forks 10.8, Griggs 0.7, La Moure 1.1, Nelson 1.0, Pembina 1.8, Ramsey 2.2, Ransom 1.1, Richland 3.1, Sargent 1.0, Steele 0.5, Stutsman 4.2, Towner 0.7, Traill 1.7, Walsh 2.5, Wells 1.2. Tot. Hslds.: 209,500.

FARMINGTON, N.M.— San Juan 100.0. Tot. Hslds.: 26,100.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.2, Bay 9.5, Clare 2.0, Genesee 35.7, Gladwin 1.7, Gratiot 3.1, Huron 3.0, Iosco 2.4, Isabella 3.8, Midland 5.7, Ogemaw 1.4, Saginaw 17.6, Sanilac 3.3, Shiawassee 5.4, Tuscola 4.3. Tot. Hslds.: 439,100.

FLORENCE, S.C.— N.C.: Scotland 10.8. S.C.: Darlington 20.9, Dillon 9.7, Florence 37.3, Marion 11.2, Marlboro 10.2. Tot. Hslds.: 98,200.

FT. MYERS-NAPLES, FLA.— Charlotte 17.5, Collier 23.0, Hendry 4.0, Lee 55.5. Tot. Hslds.: 155,700.

FT. SMITH, ARK.— Crawford 10.7, Franklin 4.4, Scott 3.0, Sebastian 30.2, Washington 30.5. OKLA.: Le Flore 12.3, Sequoyah 8.9. Tot. Hslds.: 120,400.

FT. WAYNE, IND.— Adams 4.5, Allen 48.5, De Kalb 5.3, Huntington 5.7, Jay 3.8, Noble 5.6, Steuben 4.1, Wabash 5.9, Wells 4.1, Whitley 4.2. OHIO: Paulding 3.2, Van Wert 5.1. Tot. Hslds.: 215,800.

FRESNO, CALIF.— Fresno 50.7, Kings 6.6, Madera 6.0, Mariposa 1.2, Merced 12.6, Tulare 22.9. Tot. Hslds.: 362,100.

GAINESVILLE, FLA.— Alachua 82.2, Dixie 3.9, Gilchrist 3.0, Levy 10.9. Tot. Hslds.: 69,100.

GRAND JUNCTION, COLO.— Delta 16.3, Mesa 61.6, Montrose 17.5, Ouray 1.4, San Juan 0.6, San Miguel 2.6. Tot. Hslds.: 49,800.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.0, Barry 2.8, Branch 2.5, Calhoun 9.2, Ionia 2.9, Kalamazoo 13.7, Kent 28.3, Mecosta 2.0, Montcalm 3.0, Muskegon 9.8, Newaygo 2.2, Oceana 1.4, Ottawa 9.2, St. Joseph 3.6, Van Buren 4.2. Tot. Hslds.: 561,100.

GREAT FALLS, MONT.— Blaine 3.5, Broadwater 1.8, Cascade 45.5, Chouteau 3.4, Fergus 7.4, Glacier 5.4, Hill 9.8, Judith Basin 1.5, Liberty 1.4, Meagher 1.2, Phillips 2.9, Pondera 3.7, Teton 3.7, Toole 3.2, Valley 5.7. Tot. Hslds.: 65,300.

GREEN BAY, WISC.— MICH.: Alger 1.0, Delta 4.0, Dickinson 2.8, Menominee 2.7. Schoolcraft 0.9. WISC.: Brown 17.8, Calumet 2.9, Door 2.8, Fond du Lac 8.8, Green Lake 2.0, Kewaunee 1.9, Manitowoc 6.4, Marinette 4.2, Menominee 0.2, Oconto 3.0, Outagamie 12.7, Shawano 3.7, Waupaca 4.4, Waushara 2.1, Winnebago 13.8. Tot. Hslds.: 344,500.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 8.1, Alleghany 0.8, Caswell 1.5, Davidson 9.1, Davie 2.0, Forsyth 20.0, Guilford 26.0, Montgomery 1.8, Randolph 7.5, Rockingham 6.7, Stokes 2.6, Surry 4.8, Wilkes 4.7, Yadkin 2.3. VA.: Patrick 1.4. Tot. Hslds.: 447,600.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.2, Bertie 3.5, Carteret 7.7, Craven 11.9, Duplin 7.0, Edgecombe 9.2, Greene 2.6, Hyde 1.0, Jones 1.6, Lenoir 10.4, Martin 4.3, Onslow 15.3, Pamlico 1.8, Pitt 14.0, Washington 2.4. Tot. Hslds.: 202,200.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 1.0, Hart 1.2, Madison 1.2, Stephens 1.4. N.C.: Buncombe 11.2, Graham 0.5, Haywood 3.2, Henderson 4.2, Jackson 1.6, McDowell 2.3, Macon 1.4, Madison 1.1, Polk 0.9, Rutherford 3.6, Swain 0.7, Transylvania 1.5. S.C.: Abbeville 1.4, Anderson 8.8, Cherokee 2.5, Greenville 19.0, Greenwood 3.8, Laurens 3.1, Oconee 3.3, Pickens 4.9, Spartanburg 13.0, Union 2.0. Tot. Hslds.: 546,900.

GREENWOOD-GREENVILLE, MISS.— Bolivar 19.9, Carroll 4.8, Leflore 19.2, Sunflower 14.2, Tallahatchie 7.8, Washington 34.0. Tot. Hslds.: 68,200.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Cumberland 14.1, Dauphin 19.7, Juniata 1.5, Lancaster 27.9, Lebanon 8.6, Perry 2.8, York 25.3. Tot. Hslds.: 452,000.

HARRISONBURG, VA.— Harrisonburg 13.3, Rockingham 42.4, Shenandoah 22.4. W.VA.: Grant 7.9, Hardy 7.8, Pendleton 6.3. Tot. Hslds.: 46,000.

HARTFORD-NEW HAVEN, CONN.— Hartford 37.0, Litchfield 7.2, Middlesex 5.9, New Haven 34.8, New London 10.5, Tolland 4.7. Tot. Hslds.: 790,200.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 16,600.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.5, Calhoun 0.5, Chambers 0.5, Colorado 0.6, Fayette 0.6, Fort Bend 3.4, Galveston 5.7, Grimes 0.4, Harris 72.3, Jackson 0.4, Liberty 1.3, Matagorda 1.1, Montgomery 3.5, Polk 0.7, San Jacinto 0.3, Trinity 0.3, Walker 1.0, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,244,000.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.2, De Kalb 6.3, Franklin 4.4, Lauderdale 12.1, Lawrence 4.2, Limestone 6.6, Madison 28.7, Marshall 10.1, Morgan 13.4. TENN.: Lincoln 4.1. Tot. Hslds.: 238,000.

IDAHO FALLS-POCATELLO, IDA.— Bannock 25.1, Bingham 12.1, Bonneville 23.9, Butte 1.2, Cassia 6.7, Clark 0.3, Custer 1.4, Fremont 3.7, Jefferson 5.0, Madison 5.7, Minidoka 7.0, Power 2.5, Teton 1.0. WYO.: Lincoln 4.4. Tot. Hslds.: 91,900.

INDIANAPOLIS, IND.— Bartholomew 2.9, Benton 0.5, Blackford 0.7, Boone 1.6, Brown 0.6, Carroll 0.9, Cass 1.9, Clinton 1.4, Decatur 1.0, Delaware 5.7, Fountain 0.9, Grant 3.5, Hamilton 3.6, Hancock 1.9, Hendricks 2.9, Henry 2.4, Howard 4.0, Johnson 3.3, Madison 6.3, Marion 36.1, Miami 1.7, Monroe 4.3, Montgomery 1.6, Morgan 2.2, Owen 0.7, Putnam 1.2, Randolph 1.4, Rush 0.8, Shelby 1.8, Tipton 0.8, Warren 0.4, White 1.1. Tot. Hslds.: 797,100.

JACKSON, MISS.— Adams 4.8, Attala 2.6, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 32.6, Holmes 2.6, Humphreys 1.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.4, Lincoln 3.8, Madison 4.9, Neshoba 3.0, Pike 4.6, Rankin 8.4, Scott 3.0, Sharkey 0.9, Simpson 2.9, Smith 1.9, Warren 6.6, Yazoo 3.3. Tot. Hslds.: 269,900.

JACKSON, TENN.— Hardin 18.9, Henderson 18.2, Madison 62.9. Tot. Hslds.: 43,400.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.8, Clay 6.2, Columbia 3.5, Duval 58.4, Nassau 3.1, Putnam 5.2, St. Johns 5.3, Suwannee 2.2, Union 0.6. GA.: Brantley 0.8, Camden 1.2, Charlton 0.6, Clinch 0.6, Glynn 5.6, Ware 3.5. Tot. Hslds.: 363,800.

JOHNSTOWN-ALTOONA, PA.— Bedford 5.9, Blair 17.7, Cambria 22.9, Cameron 0.9, Centre 11.2, Clearfield 10.6, Elk 4.7, Forest 0.7, Fulton 1.6, Huntingdon 5.2, Mifflin 6.1, Somerset 10.4. Tot. Hslds.: 279,200.

JONESBORO, ARK.— Clay 12.1, Craighead 34.5, Greene 17.4, Lawrence 10.5, Randolph 9.4, Sharp 8.9. MO.: Ripley 7.1. Tot. Hslds.: 66,000.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 17.6. KANS.: Allen 3.6, Bourbon 3.8, Cherokee 5.1, Crawford 9.1, Labette 5.8, Neosho 4.3, Wilson 2.8, Woodson 1.1. MO.: Barton 2.7, Jasper 20.1, McDonald 3.3, Newton 9.0, Vernon 4.5. OKLA.: Ottawa 7.3. Tot. Hslds.: 169,400.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.5, Franklin 1.2, Jefferson 0.8, Johnson 14.4, Leavenworth 2.5, Linn 0.5, Miami 1.1, Wyandotte 9.1. MO.: Andrew 0.7, Bates 0.9, Caldwell 0.5, Carroll 0.7, Cass 2.6, Clay 7.3, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Grundy 0.7, Harrison 0.6, Henry 1.1, Jackson 35.0, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.9, Pettis 2.0, Platte 2.4, Ray 1.1, St. Clair 0.5, Saline 1.4. Tot. Hslds.: 696,200.

KNOXVILLE, TENN.— KY.: Bell 3.0, Harlan 3.6, Knox 2.6, Leslie 1.2, McCreary 1.3, Wayne 1.5, Whitley 3.0. TENN.: Anderson 6.4, Blount 7.4, Campbell 3.2, Claiborne 2.2, Cocke 2.7, Cumberland 2.6, Fentress 1.3, Grainger 1.5, Hamblen 4.5, Hancock 0.6, Jefferson 2.8, Knox 30.9, Loudon 2.7, Monroe 2.5, Morgan 1.4, Roane 4.5, Scott 1.6, Sevier 3.9, Union 1.1. Tot. Hslds.: 390,400.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.4, Winona 10.1. WISC.: Buffalo 3.1, Chippewa 11.3, Eau Claire 17.9, Jackson 4.0, Juneau 5.0, La Crosse 20.9, Monroe 7.7, Rusk 3.5, Trempealeau 6.0, Vernon 6.0. Tot. Hslds.: 156,300.

LAFAYETTE, IND.— Tippecanoe 100.0. Tot. Hslds.: 41,400.

LAFAYETTE, LA.— Acadia 10.4, Allen 4.2, Evangeline 6.5, Iberia 11.5, Jefferson Davis 6.0, Lafayette 29.6, St. Landry 15.4, St. Martin 7.1, Vermilion 9.3. Tot. Hslds.: 176,700.

LAKE CHARLES, LA.— Beauregard 13.9, Calcasieu 81.7, Cameron 4.4. Tot. Hslds.: 70,600.

LANSING, MICH.— Clinton 8.5, Eaton 14.6, Hillsdale 6.9, Ingham 45.6, Jackson 24.4. Tot. Hslds.: 212,300.

LAREDO, TEX.— Webb 92.7, Zapata 7.3. Tot. Hslds.: 28,700.

LAS VEGAS, NEV.— Clark 97.4, Lincoln 0.7, Nye 1.9. Tot. Hslds.: 186,000.

LAUREL-HATTIESBURG, MISS.— Covington 6.4, Forrest 28.3, Jasper 6.9, Jones 26.5, Lamar 9.8, Marion 10.5, Perry 3.3, Wayne 7.6. Tot. Hslds.: 82,600.

LEXINGTON, KY.— Anderson 1.6, Bath 1.3, Bourbon 2.4, Boyle 3.2, Breathitt 1.9, Casey 1.9, Clark 3.6, Clay 2.5, Estill 1.8, Fayette 27.3, Fleming 1.6, Garrard 1.4, Harrison 1.9, Jackson 1.4, Jessamine 3.1, Laurel 4.7, Lee 1.0, Lincoln 2.3, Madison 6.1, Menifee 0.6, Mercer 2.4, Montgomery 2.5, Nicholas 0.9, Owsley 0.7, Perry 3.8, Powell 1.3, Pulaski 5.8, Rockcastle 1.7, Rowan 2.1, Russell 1.8, Scott 2.6, Wolfe 0.8, Woodford 2.1. Tot. Hslds.: 283,800.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 39,600.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.9, Jewell 0.8, Phillips 1.2, Republic 1.2, Smith 1.0, Washington 1.3. NEB.: Adams 4.8, Antelope 1.3, Coone 1.1, Brown 0.7, Buffalo 5.0, Chase 0.7, Clay 1.2, Custer 2.1, Dawson 3.3, Fillmore 1.2, Franklin 0.7, Frontier 0.6, Furnas 1.0, Gage 3.7, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.2, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 1.0, Jefferson 1.6, Kearney 1.0, Keya Paha 0.2, Lancaster 29.6, Loup 0.1, Merrick 1.3, Nance 0.7, Nuckolls 1.0, Pawnee 0.6, Perkins 0.6, Phelps 1.5, Platte 4.1, Polk 0.9, Rock 0.4, Saline 2.0, Sherman 0.6, Thayer 1.2, Valley 0.9, Webster 0.8, Wheeler 0.2, York 2.2. Tot. Hslds.: 248,300.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.2, Calhoun 0.5, Clark 1.9, Cleburne 1.5, Cleveland 0.6, Conway 1.6, Dallas 0.9, Desha 1.5, Drew 1.4, Faulkner 3.6, Garland 6.5, Grant 1.0, Hot Spring 2.3, Independence 2.5, Izard 1.0, Jackson 1.8, Jefferson 7.1, Johnson 1.5, Lincoln 0.9, Logan 1.6, Lonoke 2.7, Monroe 1.1, Montgomery 0.7, Nevada 0.9, Ouachita 2.6, Perry 0.6, Pike 0.9, Polk 1.5, Pope 3.2, Prairie 0.8, Pulaski 28.9, Saline 4.1, Searcy 0.8, Stone 0.8, Van Buren 1.2, White 4.1, Woodruff 0.9, Yell 1.4. Tot. Hslds.: 439,100.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 65.9, Orange 17.0, Riverside (western portion) 4.5, San Bernardino 7.6, Ventura 4.3. Tot. Hslds.: 4,177,400.

LOUISVILLE, KY.— IND.: Clark 6.1, Crawford 0.7, Floyd 4.2, Harrison 1.8, Jackson 2.5, Jefferson 20.0, Jennings 1.4, Lawrence 3.0, Orange 1.3, Scott 1.3, Washington 1.5. KY.: Breckinridge 1.2, Bullitt 2.6, Franklin 3.1, Grayson 1.4, Hardin 4.9, Henry 0.9, Jefferson 48.8, Larue 0.8, Marion 1.1, Meade 1.4, Nelson 1.7, Oldham 1.6, Shelby 1.5, Spencer 0.4, Taylor 1.5, Trimble 0.4, Washington 0.7. Tot. Hslds.: 519,300.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LUBBOCK, TEX.— N.M.: De Baca 0.7, Roosevelt 4.0. TEX.: Bailey 1.9, Borden 0.2, Cochran 1.0, Crosby 2.0, Dawson 3.8, Dickens 1.0, Floyd 2.3, Gaines 3.0, Garza 1.3, Hale 8.8, Hockley 5.4, Kent 0.3, Lamb 4.5, Lubbock 51.9, Lynn 2.0, Motley 0.6, Terry 3.4, Yoakum 2.0. Tot. Hsids.: 143,500.

MACON, GA.— Bibb 37.3, Bleckley 2.5, Crawford 1.7, Dodge 4.2, Dooly 2.5, Hancock 1.9, Houston 18.2, Johnson 2.1, Jones 3.8, Laurens 8.8, Peach 4.4, Pulaski 2.2, Telfair 2.8, Treutlen 1.5, Twiggs 2.0, Wilcox 1.8, Wilkinson 2.4. Tot. Hsids.: 144,000.

MADISON, WISC.— Columbia 3.3, Dane 65.1, Green 5.8, Iowa 3.6, Lafayette 3.2, Marquette 2.4, Richland 3.3, Sauk 8.4. Tot. Hsids.: 190,000.

MANKATO, MINN.— IOWA: Emmet 13.0. MINN.: Blue Earth 48.5, Jackson 13.3, Martin 25.2. Tot. Hsids.: 37,700.

MARQUETTE, MICH.— Baraga 5.7, Houghton 25.0, Iron 10.5, Keweenaw 1.5, Marquette 47.8, Ontonagon 6.7. WISC.: Florence 2.9. Tot. Hsids.: 52,500.

MCALLEN-BROWNSVILLE, TEX.— Cameron 40.0, Hidalgo 52.1, Starr 4.7, Willacy 3.2. Tot. Hsids.: 151,200.

MEDFORD, ORE.— CALIF.: Modoc 2.8, Siskiyou 13.2. ORE.: Jackson 43.2, Josephine 19.4, Klamath 19.0, Lake 2.5. Tot. Hsids.: 117,100.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.2, Lee 0.9, Mississippi 3.5, Phillips 2.0, Poinsett 1.7, St. Francis 1.8. MISS.: Alcorn 2.1, Benton 0.5, Coahoma 2.1, De Soto 3.0, Grenada 1.3, Lafayette 1.7, Marshall 1.5, Panola 1.6, Pontotoc 1.3, Quitman 0.7, Tate 1.1, Tippah 1.1, Tunica 0.5, Union 1.4, Yalobusha 0.8. MO.: Pemiscot 1.6. TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.3, Gibson 3.2, Hardeman 1.4, Haywood 1.2, Lauderdale 1.5, McNairy 1.5, Shelby 48.1, Tipton 1.9. Tot. Hsids.: 563,900.

MERIDIAN, MISS.— ALA.: Choctaw 1.0, Sumter 9.8. MISS.: Clarke 1.0, Kemper 6.1, Lauderdale 50.3, Newton 12.9. Tot. Hsids.: 54,300.

MIAMI, FLA.— Broward 39.4, Dade 58.1, Monroe 2.5. Tot. Hsids.: 1,095,700.

MILES CITY-GLENDIVE, MONT.— Custer 44.2, Dawson 38.1, Fallon 11.5, Prairie 6.2. Tot. Hsids.: 11,300.

MILWAUKEE, WISC.— Dodge 3.7, Jefferson 3.4, Milwaukee 54.1, Ozaukee 3.3, Racine 8.9, Sheboygan 5.3, Walworth 3.8, Washington 4.1, Waukesha 13.5. Tot. Hsids.: 677,300.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.8, Benton 0.8, Brown 0.9, Carver 1.1, Chippewa 0.5, Chisago 0.8, Cottonwood 0.5, Dakota 6.1, Goodhue 1.3, Hennepin 34.2, Isanti 0.7, Kanabec 0.4, Kandiyohi 1.2, Le Sueur 0.8, Lyon 0.8, McLeod 1.0, Meeker 0.7, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.9, Redwood 0.6, Renville 0.7, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 1.0, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.4, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.5. WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.4. Tot. Hsids.: 1,084,200.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.8, McCone 0.7, Richland 3.4, Roosevelt 2.6, Sheridan 1.5, Wibaux 0.4. N.D.: Adams 1.0, Billings 0.3, Bottineau 2.5, Bowman 1.1, Burke 1.1, Burleigh 15.3, Divide 1.0, Dunn 1.2, Emmons 1.5, Golden Valley 0.7, Grant 1.1, Hettinger 1.1, Kidder 1.1, Logan 0.9, McHenry 2.1, McIntosh 1.4, McKenzie 1.8, McLean 3.4, Mercer 2.6, Morton 6.7, Mountrail 2.1, Oliver 0.6, Pierce 1.6, Renville 1.0, Rolette 2.7, Sheridan 0.8, Sioux 0.7, Slope 0.3, Stark 5.2, Ward 15.5, Williams 6.3. S.D.: Campbell 0.6, Corson 1.1, Dewey 1.1, Walworth 2.0. Tot. Hsids.: 131,100.

MISSOULA-BUTTE, MONT.— IDA.: Lemhi 2.5. MONT.: Beaverhead 2.7, Deer Lodge 3.9, Flathead 17.2, Gallatin 13.6, Granite 0.9, Jefferson 2.1, Lake 6.0, Madison 1.9, Mineral 1.2, Missoula 25.7, Powell 2.0, Ravalli 7.4, Silver Bow 12.9. Tot. Hsids.: 112,900.

MOBILE-PENSACOLA, ALA.— Baldwin 7.2, Clarke 2.4, Conecuh 1.4, Escambia 3.4, Mobile 33.0, Monroe 1.9, Washington 1.4. FLA.: Escambia 21.8, Okaloosa 10.2, Santa Rosa 5.1. MISS.: George 1.3, Greene 0.8, Jackson 10.2. Tot. Hsids.: 381,100.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.1, Chicot 3.3, Union 10.5. LA.: Caldwell 2.2, Catahoula 2.3, Concordia 4.3, East Carroll 2.0, Franklin 4.6, Jackson 3.4, La Salle 3.4, Lincoln 7.0, Madison 2.7, Morehouse 6.6, Ouachita 26.9, Richland 4.1, Tensas 1.6, Union 4.1, West Carroll 2.5, Winn 3.4. Tot. Hsids.: 179,900.

MONTGOMERY, ALA.— Autauga 6.4, Bullock 2.1, Butler 4.6, Covington 8.5, Crenshaw 3.1, Elmore 8.7, Lowndes 2.3, Macon 5.1, Montgomery 42.5, Pike 5.9, Tallapoosa 8.2, Wilcox 2.7. Tot. Hsids.: 164,800.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.9, Butler 0.6, Christian 3.1, Clinton 0.5, Cumberland 0.4, Edmonson 0.5, Logan 1.3, Metcalfe 0.5, Monroe 0.7, Muhlenberg 1.8, Simpson 0.8, Todd 0.7, Trigg 0.5. TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Carroll 1.6, Cheatham 1.1, Clay 0.4, Coffee 2.2, Davidson 28.0, Decatur 0.7, De Kalb 0.8, Dickson 1.7, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.1, Maury 2.9, Montgomery 4.4, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.6, Robertson 2.0, Rutherford 4.5, Smith 0.9, Stewart 0.5, Sumner 4.6, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.0, Wilson 3.0. Tot. Hsids.: 645,700.

NEW ORLEANS, LA.— Jefferson 27.7, Lafourche 4.5, Orleans 35.8, Plaquemines 1.4, St. Bernard 3.6, St. Charles 2.0, St. James 1.1, St. John the Baptist 1.7, St. Tammany 6.4, Tangipahoa 4.6, Terrebonne 5.2, Washington 2.7. MISS.: Hancock 1.4, Pearl River 1.9. Tot. Hsids.: 581,800.

NEW YORK, N.Y.— CONN.: Fairfield 4.3. N.J.: Bergen 4.6, Essex 4.6, Hudson 3.2, Hunterdon 0.4, Middlesex 3.0, Monmouth 2.6, Morris 2.0, Ocean 2.0, Passaic 2.4, Somerset 1.0, Sussex 0.6, Union 2.7, Warren 0.5. N.Y.: Bronx 6.5, Dutchess 1.3, Kings 12.6, Nassau 6.5, New York (Manhattan) 10.9, Orange 1.3, Putnam 0.4, Queens 11.0, Richmond 1.8, Rockland 1.2, Suffolk 6.0, Sullivan 0.4, Ulster 0.9, Westchester 4.7. PA.: Monroe 0.4, Pike 0.1. Tot. Hsids.: 6,541,400.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.8, Dare 1.2, Gates 0.6, Hertford 1.6, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7, Tyrrell 0.3. VA.: Accomack 2.4, Chesapeake 7.7, Franklin city 0.5, Gloucester 1.5, Hampton 8.7, Isle of Wight 1.5, James City 1.6, Mathews 0.7, Middlesex 0.6, Newport News 10.8, Norfolk 18.2, Northampton 1.1, Poquoson 0.6, Portsmouth 7.6, Southampton 1.2, Suffolk 3.3, Surry 0.4, Virginia Beach 18.4, Williamsburg 0.6, York 2.3. Tot. Hsids.: 487,800.

NORTH PLATTE, NEB.— Arthur 1.3, Blaine 1.9, Hooker 2.6, Lincoln 87.7, Logan 2.6, McPherson 1.3, Thomas 2.6. Tot. Hsids.: 15,500.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 2.0. TEX.: Andrews 3.7, Brewster 2.2, Crane 1.3, Crockett 1.3, Ector 34.0, Glasscock 0.3, Howard 9.8, Jeff Davis 0.5, Loving 0.1, Martin 1.3, Midland 24.9, Pecos 3.7, Presidio 1.4, Reagan 1.1, Reeves 3.9, Terrell 0.5, Upton 1.3, Ward 3.9, Winkler 2.8. Tot. Hsids.: 122,800.

OKLAHOMA CITY, OKLA.— Alfalfa 0.5, Beckham 1.4, Blaine 1.0, Caddo 2.1, Canadian 3.7, Cleveland 9.0, Custer 1.8, Dewey 0.4, Ellis 0.4, Garfield 4.6, Garvin 2.0, Grady 2.8, Grant 0.5, Greer 0.5, Harper 0.4, Hughes 1.1, Kay 3.7, Kingfisher 1.0, Lincoln 1.9, Logan 1.8, McClain 1.4, Major 0.6, Murray 0.9, Noble 0.8, Oklahoma 42.3, Payne 4.3, Pottawatomie 3.9, Seminole 1.9, Washita 1.0, Woods 0.8, Woodward 1.5. Tot. Hsids.: 529,300.

OMAHA, NEB.— IOWA: Adams 0.7, Audubon 1.0, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.8, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.3, Shelby 1.6, Taylor 1.0. MO.: Atchison 1.0. NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.1, Cuming 1.2, Dodge 4.0, Douglas 44.3, Johnson 0.6, Nemaha 1.0, Otoe 1.7, Richardson 1.3, Sarpy 8.1, Saunders 2.0, Seward 1.6, Stanton 0.7, Washington 1.6. Tot. Hsids.: 335,400.

ORLANDO-DAYTONA BEACH, FLA.— Brevard 18.1, Flagler 0.8, Lake 7.4, Marion 8.2, Orange 30.4, Osceola 3.3, Seminole 11.5, Sumter 1.5, Volusia 18.8. Tot. Hsids.: 581,000.

OTTUMWA-KIRKSVILLE, IOWA— Davis 10.7, Jefferson 18.9, Van Buren 10.4. MO.: Adair 29.6, Mercer 6.2, Putnam 7.8, Schuyler 6.5, Sullivan 9.8. Tot. Hsids.: 30,700.

PADUCAH-CAPE GIRARDEAU-HARRISBURG, KY.— ILL.: Alexander 1.5, Franklin 5.3, Gallatin 0.9, Hamilton 1.1, Hardin 0.7, Jackson 7.2, Johnson 1.1, Massac 1.8, Pope 0.5, Pulaski 1.0, Saline 2.4, Union 2.0, Williamson 6.9. KY.: Ballard 1.0, Caldwell 1.6, Calloway 3.4, Carlisle 0.7, Crittenden 1.1, Fulton 1.1, Graves 4.0, Hickman 0.7, Livingston 1.1, Lyon 0.7, McCracken 7.4, Marshall 3.0. MO.: Bollinger 1.2, Butler 4.5, Cape Girardeau 6.7, Carter 0.6, Dunklin 4.3, Madison 1.3, Mississippi 1.7, New Madrid 2.5, Reynolds 0.8, Scott 4.4, Stoddard 3.4, Wayne 1.4. TENN.: Lake 0.8, Obion 3.8, Weakley 3.6. Tot. Hsids.: 322,100.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hsids.: 55,200.

PANAMA CITY, FLA.— Bay 44.9, Calhoun 4.1, Franklin 3.5, Gulf 4.6, Holmes 6.8, Jackson 17.0, Liberty 1.9, Walton 10.4, Washington 6.8. Tot. Hsids.: 79,800.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hsids.: 34,400.

PEORIA, ILL.— Fulton 7.5, Logan 5.2, McLean 19.5, Marshall 2.4, Mason 3.3, Peoria 34.0, Stark 1.2, Tazewell 21.6, Woodford 5.2. Tot. Hsids.: 218,500.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.9. N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.8, Cape May 1.4, Cumberland 1.9, Gloucester 2.8, Mercer 4.4, Salem 0.9. PA.: Berks 4.8, Bucks 6.6, Chester 4.4, Delaware 8.0, Lehigh 4.3, Montgomery 9.4, Northampton 3.8, Philadelphia 25.6. Tot. Hsids.: 2,408,600.

PHOENIX, ARIZ.— Apache (southern portion) 0.3, Coconino 3.2, Gila 1.8, Greenlee 0.5, Maricopa 79.4, Mohave 3.1, Navajo 2.6, Pinal 4.1, Yavapai 3.9. CALIF.: Riverside (eastern portion) 1.1. Tot. Hsids.: 717,800.

PITTSBURGH, PA.— MD.: Garrett 0.7. OHIO: Columbiana 3.3. PA.: Allegheny 43.8, Armstrong 2.3, Beaver 5.8, Butler 4.1, Clarion 1.2, Fayette 4.7, Greene 1.2, Indiana 2.5, Jefferson 1.4, Lawrence 3.1, Venango 1.9, Washington 6.3, Westmoreland 11.4. W.VA.: Hancock 1.2, Marion 2.0, Monongalia 2.2, Preston 0.8, Tucker 0.3. Tot. Hsids.: 1,238,500.

PORTLAND, ORE.— Baker 0.8, Benton 3.1, Clackamas 11.0, Clatsop 1.6, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.9, Linn 4.2, Marion 9.6, Multnomah 29.7, Polk 2.1, Sherman 0.1, Tillamook 1.1, Union 1.1, Wasco 1.1, Washington 11.9, Wheeler 0.1, Yamhill 2.5. WASH.: Clark 9.0, Cowlitz 3.8, Klickitat 0.7, Skamania 0.4, Wahkiakum 0.2. Tot. Hsids.: 796,100.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.2, Cumberland 25.0, Franklin 3.0, Kennebec 12.3, Lincoln 3.0, Oxford 5.5, Sagadahoc 3.2, York 15.9. N.H.: Belknap 5.0, Carroll 3.6, Coos 4.1, Grafton 7.4, VT.: Essex 0.7. Tot. Hsids.: 320,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hsids.: 29,700.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.0. MASS.: Bristol 30.8, Dukes 0.7, R.I.: Bristol 2.8, Kent 10.0, Newport 5.2, Providence 36.6, Washington 5.8. Tot. Hsids.: 545,100.

QUINCY-HANNIBAL, ILL.— Adams 20.6, Brown 1.6, Cass 4.4, Hancock 6.9, McDonough 9.7, Pike 5.7, Schuyler 2.5, Scott 1.8. IOWA: Lee 12.2. MO.: Clark 2.4, Knox 1.6, Lewis 3.1, Macon 4.9, Marion 8.3, Monroe 2.8, Pike 4.9, Ralls 2.5, Scotland 1.6, Shelby 2.4. Tot. Hsids.: 129,500.

RALEIGH-DURHAM, N.C.— Chatham 2.3, Cumberland 14.2, Durham 10.5, Franklin 1.9, Granville 2.0, Halifax 3.4, Harnett 3.8, Hoke 1.1, Johnston 4.7, Lee 2.4, Moore 3.5, Nash 4.4, Orange 5.2, Person 1.9, Sampson 3.1, Vance 2.3, Wake 20.3, Warren 1.0, Wayne 6.1, Wilson 4.1. VA.: Mecklenburg 1.9. Tot. Hsids.: 542,500.

RAPID CITY, S.D.— MONT.: Carter 0.7, Powder River 1.0. NEB.: Banner 0.3, Cherry 2.9, Garden 1.3, Grant 0.3, Sheridan 3.3, Sioux 0.8. S.D.: Bennett 1.1, Butte 3.5, Custer 2.5, Fall River 3.5, Haakon 1.1, Harding 0.7, Jackson 1.0, Lawrence 7.9, Meade 7.5, Pennington 29.4, Perkins 2.1, Shannon 2.6, Ziebach 0.7. WYO.: Campbell 9.6, Crook 2.2, Sheridan 10.9, Weston 3.0. Tot. Hsids.: 87,700.

RENO, NEV.— CALIF.: Alpine 0.3, El Dorado (eastern portion) 8.1, Lassen 5.3, Placer (eastern portion) 2.2. NEV.: Carson City 8.8, Churchill 3.6, Douglas 5.4, Esmeralda 0.2, Eureka 0.3, Humboldt 2.4, Lander 1.0, Lyon 3.6, Mineral 1.6, Pershing 0.9, Storey 0.4, Washoe 55.8. Tot. Hsids.: 143,700.

RICHMOND, VA.— Albemarle 4.5, Amelia 0.7, Augusta 4.3, Brunswick 1.2, Buckingham 0.9, Caroline 1.4, Charles City 0.5, Charlottesville 3.7, Chesterfield 11.2, Colonial Heights 1.4, Cumberland 0.6, Dinwiddie 1.5, Emporia 0.4, Essex 0.7, Fluvanna 0.8, Goochland 0.9, Greene 0.6, Greensville 0.8, Hanover 3.9, Henrico 16.1, Hopewell 2.0, King and Queen 0.5, King William 0.7, Lancaster 0.9, Louisa 1.4, Lunenburg 1.0, Madison 0.8, New Kent 0.7, Northumberland 0.9, Nottoway 1.2, Orange 1.5, Petersburg 3.6, Powhatan 0.9, Prince Edward 1.2, Prince George 1.5, Richmond 0.6, Richmond city 20.2, Staunton 1.9, Sussex 0.8, Waynesboro 1.4. Tot. Hsids.: 426,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.6, Appomattox 1.2, Bath 0.6, Bedford 3.4, Bedford city 0.7, Botetourt 2.3, Buena Vista 0.7, Campbell 4.3, Carroll 2.8, Charlotte 1.2, Clifton Forge 0.5, Covington 1.0, Craig 0.4, Danville 5.0, Floyd 1.2, Franklin 3.5, Galax 0.8, Giles 1.8, Grayson 1.7, Halifax 2.8, Henry 5.7, Highland 0.3, Lexington 0.6, Lynchburg 7.0, Martinsville 1.9, Montgomery 6.1, Nelson 1.2, Pittsylvania 6.4, Pulaski 3.6, Radford 1.1, Roanoke 7.2, Roanoke city 11.6, Rockbridge 1.7, Salem 2.5, South Boston 0.7, Wythe 2.6. Tot. Hsids.: 352,200.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.6, Ontario 9.3, Wayne 8.6. Tot. Hsids.: 332,900.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.7, Floyd 5.1, Hancock 3.7, Howard 3.0, Kossuth 5.7, Mitchell 3.3, Winnebago 3.5, Worth 2.5. MINN.: Dodge 3.7, Faribault 5.4, Fillmore 5.7, Freeborn 9.7, Mower 10.9, Olmsted 24.1. Tot. Hsids.: 138,400.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROCKFORD, ILL.— Boone 5.3, Ogle 8.9, Stephenson 10.0, Winnebago 48.8, WISC.: Rock 26.9. Tot. Hslds.: 185,500.

ROSWELL, N.M.— Chaves 35.8, Eddy 32.5, Lea (northern portion) 31.7. Tot. Hslds.: 52,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.0, Colusa 0.6, Contra Costa (eastern portion) 2.4, El Dorado (western portion) 2.8, Mono 0.5, Nevada 2.6, Placer (western portion) 5.1, Plumas 0.8, Sacramento 38.0, San Joaquin 15.7, Sierra 0.2, Solano (eastern portion) 5.9, Stanislaus 12.0, Sutter 2.4, Tuolumne 1.6, Yolo 5.2, Yuba 2.2. Tot. Hslds.: 812,900.

ST. JOSEPH, MO.— Buchanan 69.0, Gentry 6.4, Holt 5.8, Nodaway 16.2, Worth 2.5. Tot. Hslds.: 48,100.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jefferson 1.4, Jersey 0.7, Macoupin 1.8, Madison 8.7, Marion 1.6, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 8.8, Washington 0.6. MO.: Crawford 0.7, Franklin 2.4, Gasconade 0.5, Iron 0.4, Jefferson 4.8, Lincoln 0.8, Montgomery 0.4, Perry 0.6, St. Charles 4.7, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 34.0, St. Louis city 17.2, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,030,200.

SALINAS-MONTEREY, CALIF.— Monterey 54.4, San Benito 4.5, Santa Cruz 41.1. Tot. Hslds.: 180,100.

SALISBURY, MD.— DEL.: Sussex 46.2. MD.: Somerset 8.7, Wicomico 29.8, Worcester 15.3. Tot. Hslds.: 78,500.

SALT LAKE CITY, UTAH— IDA.: Bear Lake 0.5, Caribou 0.6, Franklin 0.5, Oneida 0.2. NEV.: Elko 1.3, White Pine 0.6. UTAH: Beaver 0.3, Box Elder 2.0, Cache 3.6, Carbon 1.5, Daggett 0.0, Davis 8.2, Duchesne 0.7, Emery 0.7, Garfield 0.2, Grand 0.6, Iron 1.0, Juab 0.3, Kane 0.3, Millard 0.6, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 41.0, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.7, Tooele 1.6, Uintah 1.2, Utah 11.9, Wasatch 0.5, Washington 1.6, Wayne 0.1, Weber 9.6. WYO.: Hot Springs 0.4, Sublette 0.3, Sweetwater 2.9, Teton 0.8, Uinta 0.8. Tot. Hslds.: 507,300.

SAN ANGELO, TEX.— Irion 1.4, Kimble 4.6, Schleicher 2.9, Sterling 1.2, Tom Green 89.9. Tot. Hslds.: 34,600.

SAN ANTONIO, TEX.— Atascosa 1.7, Bandera 0.6, Bexar 67.2, Blanco 0.4, Comal 2.7, De Witt 1.5, Dimmit 0.7, Edwards 0.1, Frio 0.8, Gillespie 1.1, Goliad 0.4, Gonzales 1.2, Guadalupe 3.3, Hays 2.7, Karnes 0.9, Kendall 0.8, Kerr 2.4, Kinney 0.2, La Salle 0.4, Lavaca 1.5, Live Oak 0.7, McMullen 0.1, Maverick 1.6, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.2, Wilson 1.1, Zavala 0.6. Tot. Hslds.: 488,700.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 692,500.

SAN FRANCISCO, CALIF.— Alameda 21.8, Contra Costa (western portion) 11.5, Lake 0.8, Marin 4.6, Mendocino 1.3, Napa 1.9, San Francisco 15.1, San Mateo 11.6, Santa Clara 23.8, Solano (western portion) 1.8, Sonoma 6.0. Tot. Hslds.: 1,983,300.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 35.1, Santa Barbara 64.9. Tot. Hslds.: 172,000.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 92,000.

SAVANNAH, GA.— Appling 2.7, Bacon 1.7, Bryan 1.7, Bulloch 6.0, Candler 1.4, Chatham 38.0, Effingham 3.1, Evans 1.5, Jeff Davis 2.0, Liberty 5.3, Long 0.8, McIntosh 1.4, Montgomery 1.2, Pierce 2.1, Screven 2.6, Tattnall 3.0, Toombs 4.1, Wayne 3.7, Wheeler 0.9. S.C.: Beaufort 10.9, Hampton 3.2, Jasper 2.5. Tot. Hslds.: 190,900.

SEATTLE-TACOMA, WASH.— Clallam 1.9, Grays Harbor 2.4, Island 1.5, Jefferson 0.6, King 46.3, Kitsap 5.0, Kittitas (western portion) 0.2, Lewis 1.9, Mason 1.1, Pacific 0.6, Pierce 16.4, San Juan 0.3, Skagit 2.3, Snohomish 11.3, Thurston 4.4, Whatcom 3.7. Tot. Hslds.: 1,093,600.

SELMA, ALA.— Dallas 68.3, Marengo 31.7. Tot. Hslds.: 25,900.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.2, Hempstead 2.0, Howard 1.1, Lafayette 0.8, Little River 1.1, Miller 3.2, Sevier 1.2. LA.: Bienville 1.4, Bossier 6.4, Caddo 21.5, Claiborne 1.4, De Soto 2.1, Natchitoches 3.2, Red River 0.8, Sabine 2.1, Webster 3.7. OKLA.: McCurtain 2.9. TEX.: Bowie 6.5, Camp 0.8, Cass 2.5, Gregg 8.6, Harrison 4.3, Marion 0.9, Morris 1.2, Nacogdoches 3.9, Panola 1.8, Red River 1.4, Rusk 3.6, San Augustine 0.7, Shelby 2.0, Titus 1.8, Upshur 2.4. Tot. Hslds.: 429,-100.

SIOUX CITY, IOWA— Buena Vista 5.1, Cherokee 4.0, Clay 4.9, Dickinson 4.1, Ida 2.2, Monona 2.9, O'Brien 4.1, Palo Alto 3.1, Plymouth 5.6, Sac 3.5, Sioux 6.6, Woodbury 24.2. NEB.: Ceda 2.4, Dakota 3.9, Dixon 1.7, Knox 2.7, Madison 7.7, Pierce 2.0, Thurston 1.6, Wayne 2.2, S.D.: Clay 2.8, Union 2.6. Tot. Hslds.: 152,900.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1, Osceola 1.5. MINN.: Lincoln 1.4, Murray 1.9, Nobles 3.8, Pipestone 2.1, Rock 1.9, Traverse 1.0. NEB.: Boyd 0.6. S.D.: Aurora 0.6, Beadle 3.5, Bon Homme 1.4, Brookings 3.9, Brown 6.4, Brule 0.9, Buffalo 0.2, Charles Mix 1.6, Clark 0.9, Codington 3.7, Davison 3.2, Day 1.4, Deuel 0.9, Douglas 0.7, Edmunds 0.9, Faulk 0.6, Grant 1.5, Gregory 1.0, Hamlin 0.9, Hand 0.9, Hanson 0.5, Hughes 2.5, Hutchinson 1.6, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.2, Lake 1.9, Lincoln 2.3, Lyman 0.6, McCook 1.1, McPherson 0.7, Marshall 1.0, Meliette 0.3, Miner 0.7, Minnehaha 19.5, Moody 1.1, Potter 0.6, Roberts 1.8, Sanborn 0.6, Spink 1.6, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.7, Yankton 3.2. Tot. Hslds.: 210,300.

SOUTH BEND-ELKHART, IND.— Elkhart 17.6, Fulton 2.6, Kosciusko 7.7, La Grange 2.8, Marshall 5.0, Pulaski 1.7, St. Joseph 31.4, Starke 2.7. MICH.: Berrien 22.0, Cass 6.3. Tot. Hslds.: 277,600.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 2.8, Boundary 0.8, Clearwater 1.1, Idaho 1.6, Kootenai 6.9, Latah 3.2, Lewis 0.5, Nez Perce 3.9, Shoshone 2.1. MONT.: Lincoln 1.9, Sanders 1.0. ORE.: Wallowa 0.9. WASH.: Adams 1.4, Asotin 2.0, Chelan 5.6, Columbia 0.5, Douglas 2.6, Ferry 0.6, Garfield 0.3, Grant 5.4, Lincoln 1.1, Okanogan 3.6, Pend Oreille 1.0, Spokane 40.7, Stevens 3.2, Whitman 4.2. Tot. Hslds.: 323,300.

SPRINGFIELD, MASS.— Franklin 10.8, Hampden 69.5, Hampshire 19.7. Tot. Hslds.: 229,100.

SPRINGFIELD, MO.— ARK.: Baxter 4.2, Boone 3.7, Carroll 2.4, Fulton 1.4, Madison 1.5, Marion 1.6, Newton 1.0. MO.: Barry 3.4, Benton 1.8, Camden 3.0, Cedar 1.8, Christian 3.0, Dade 1.1, Dallas 1.6, Dent 2.0, Douglas 1.6, Greene 25.6, Hickory 1.0, Howell 4.0, Laclede 3.3, Lawrence 3.9, Oregon 1.4, Ozark 1.1, Phelps 4.2, Polk 2.5, Pulaski 3.8, Shannon 1.1, Stone 2.3, Taney 3.0, Texas 2.9, Webster 2.6, Wright 2.2. Tot. Hslds.: 276,100.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.8, Christian 4.4, Coles 6.1, De Witt 2.2, Douglas 2.3, Effingham 3.5, Ford 1.8, Macon 15.5, Menard 1.4, Morgan 4.4, Moultrie 1.6, Piatt 1.9, Sangamon 22.0, Shelby 2.8, Vermilion 11.3. Tot. Hslds.: 315,-xxx.

SYRACUSE, N.Y.— Cayuga 7.6, Cortland 4.6, Madison 5.9, Oneida (western portion) 8.5, Onondaga 47.0, Oswego 10.7, Schuyler 1.7, Seneca 3.2, Tompkins 8.5, Yates 2.2. Tot. Hslds.: 355,600.

TALLAHASSEE, FLA.— Gadsden 8.0, Hamilton 1.9, Jefferson 2.3, Lafayette 1.0, Leon 36.4, Madison 3.2, Taylor 3.9, Wakulla 2.5. GA.: Brooks 3.3, Decatur 5.5, Echols 0.5, Grady 4.3, Lowndes 15.0, Miller 1.6, Seminole 2.0, Thomas 8.4. Tot. Hslds.: 154,500.

TAMPA-ST. PETERSBURG, FLA.— Citrus 2.6, De Soto 0.7, Hardee 0.7, Hernando 2.0, Highlands 2.2, Hillsborough 26.7, Manatee 7.0, Pasco 9.3, Pinellas 35.8, Polk 12.9. Tot. Hslds.: 915,600.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.6, Crawford 5.0, Cumberland 2.5, Edgar 5.2, Jasper 2.5, Lawrence 4.2, Richland 4.2. IND.: Clay 5.7, Daviess 6.1, Greene 7.2, Knox 9.6, Martin 2.3, Parke 3.7, Sullivan 4.3, Vermillion 4.3, Vigo 24.9. Tot. Hslds.: 162,900.

TOLEDO, OHIO— MICH.: Lenawee 7.6. OHIO: Defiance 3.4, Fulton 3.2, Hancock 5.8, Hardin 2.8, Henry 3.5, Lucas 43.5, Ottawa 3.6, Putnam 2.6, Sandusky 5.5, Seneca 5.3, Williams 3.3, Wood 9.1, Wyandot 2.0. Tot. Hslds.: 400,500.

TOPEKA, KANS.— Clay 2.8, Coffey 2.6, Geary 7.3, Jackson 3.0, Lyon 9.5, Marshall 3.6, Morris 1.9, Nemaha 2.9, Osage 4.1, Pottawatomie 3.9, Riley 14.1, Shawnee 42.6, Wabaunsee 1.8. Tot. Hslds.: 139,900.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.8, Charlevoix 5.0, Cheboygan 5.2, Chippewa 6.8, Crawford 2.3, Emmet 5.8, Grand Traverse 13.7, Kalkaska 2.8, Lake 2.1, Leelanau 3.6, Luce 1.5, Mackinac 2.5, Manistee 6.0, Mason 6.8, Missaukee 2.4, Montmorency 2.0, Osceola 4.6, Oscoda 1.8, Otsego 3.5, Presque Isle 3.5, Roscommon 4.7, Wexford 6.3. Tot. Hslds.: 145,-100.

TUCSON, ARIZ.— Cochise 12.0, Graham 2.7, Pima 81.6, Santa Cruz 2.5. N.M.: Catron 0.4, Hidalgo 0.8. Tot. Hslds.: 250,800.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Elk 0.4, Montgomery 4.0. OKLA.: Adair 1.5, Cherokee 2.6, Craig 1.3, Creek 5.1, Delaware 2.2, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.8, Muskogee 6.0, Nowata 1.1, Okfuskee 1.0, Okmulgee 3.5, Osage 3.5, Pawnee 1.4, Pittsburg 3.6, Rogers 3.9, Tulsa 44.4, Wagoner 3.4, Washington 4.6. Tot. Hslds.: 418,500.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 48,000.

TWIN FALLS, IDA.— Blaine 14.0, Jerome 17.4, Lincoln 4.0, Twin Falls 64.5. Tot. Hslds.: 29,900.

TYLER, TEX.— Angelina 24.5, Cherokee 15.3, Houston 8.1, Smith 52.1. Tot. Hslds.: 91,000.

UTICA, N.Y.— Herkimer 23.2, Oneida (eastern portion) 56.8, Otsego 20.0. Tot. Hslds.: 102,600.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 23,700.

WACO-TEMPLE, TEX.— Bell 26.2, Brazos 16.5, Burleson 2.2, Coryell 7.0, Falls 3.4, Lampasas 2.2, Leon 1.9, McLennan 30.4, Madison 1.5, Milam 4.1, Mills 0.9, Robertson 2.7, San Saba 1.1. Tot. Hslds.: 206,500.

WASHINGTON, D.C.— District of Columbia 17.3. MD.: Allegany 2.0, Calvert 0.8, Charles 1.5, Frederick 2.6, Montgomery 14.6, Prince George's 15.6, St. Mary's 1.3, Washington 2.8. PA.: Franklin 2.8. VA.: Alexandria 3.4, Arlington 4.9, Clarke 0.2, Culpeper 0.5, Fairfax 14.6, Fairfax city 0.5, Falls Church 0.3, Fauquier 0.8, Frederick 0.8, Fredericksburg 0.4, King George 0.2, Loudoun 1.3, Manassas 0.4, Manassas Park 0.1, Page 0.5, Prince William 3.1, Rappahannock 0.2, Spotsylvania 0.8, Stafford 0.9, Warren 0.5, Westmoreland 0.4, Winchester 0.6. W.VA.: Berkeley 1.2, Hampshire 0.4, Jefferson 0.7, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,454,600.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.2, Lewis 10.9, St. Lawrence 47.9. Tot. Hslds.: 75,500.

WAUSAU-RHINELANDER, WISC.— Adams 3.3, Clark 7.5, Forest 2.1, Langlade 4.8, Lincoln 5.4, Marathon 25.8, Oneida 7.9, Portage 12.6, Price 3.9, Taylor 4.2, Vilas 4.3, Wood 17.2. Tot. Hslds.: 149,-500.

WEST PALM BEACH, FLA.— Glades 0.7, Indian River 7.2, Martin 8.1, Okeechobee 2.2, Palm Beach 71.9, St. Lucie 10.0. Tot. Hslds.: 337,600.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 18.3, Carroll 5.2, Guernsey 9.2, Harrison 3.8, Jefferson 19.7, Monroe 3.7, Noble 2.4. W.VA.: Brooke 6.4, Marshall 8.8, Ohio 13.8, Pleasants 1.7, Tyler 2.4, Wetzel 4.6. Tot. Hslds.: 166,800.

WICHITA-HUTCHINSON, KANS.— Barber 0.6, Barton 2.9, Butler 4.0, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.5, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Ellis 2.3, Ellsworth 0.7, Finney 2.1, Ford 2.2, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.3, Meade 0.4, Mitchell 0.8, Ness 0.4, Norton 0.6, Osborne 0.6, Ottawa 0.6, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.1, Rice 1.1, Rooks 0.7, Rush 0.4, Russell 0.9, Saline 4.6, Scott 0.5, Sedgwick 34.3, Seward 1.5, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.3. NEB.: Dundy 0.3, Hitchcock 0.4, Red Willow 1.2. OKLA.: Beaver 0.6. Tot. Hslds.: 408,000.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 22.6, Cotton 1.8, Jackson 6.7, Jefferson 2.0, Kiowa 3.2, Stephens 10.7, Tillman 3.0. TEX.: Archer 1.7, Baylor 1.3, Clay 2.3, Foard 0.6, Hardeman 1.6, Knox 1.3, Montague 4.4, Throckmorton 0.6, Wichita 27.6, Wilbarger 3.8, Young 4.8. Tot. Hslds.: 157,500.

WILKES BARRE-SCRANTON, PA.— Carbon 4.2, Clinton 2.9, Columbia 4.7, Lackawanna 17.6, Luzerne 26.9, Lycoming 9.1, Montour 1.2, Northumberland 8.1, Schuylkill 12.9, Snyder 2.3, Sullivan 0.5, Susquehanna 2.8, Union 2.2, Wayne 2.7, Wyoming 1.9. Tot. Hslds.: 470,100.

WILMINGTON, N.C.— Bladen 6.6, Brunswick 8.3, Columbus 11.3, New Hanover 24.8, Pender 5.0, Robeson 20.7. S.C.: Horry 23.3. Tot. Hslds.: 155,400.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 13.1. WASH.: Benton 24.7, Franklin 7.5, Kittitas (eastern portion) 4.7, Walla Walla 10.5, Yakima 37.9. Tot. Hslds.: 165,300.

YOUNGSTOWN, OHIO— Mahoning 44.2, Trumbull 36.5. PA.: Mercer 19.3. Tot. Hslds.: 233,900.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 29,900.

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Guide to using S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM / ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
	1	2		3	4		5				6

1 The *Survey*'s **TV markets** are the American Research Bureau's Areas of Dominant Influence (ADI). ARB (better known in the industry as Arbitron) studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARB splits certain counties, treating each portion as if it were a separate county.) Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12 31 80. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. A further refinement of total population is the number of **black persons** living in the ADI as of 12 31 80.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposal personal income." Compensation paid to military and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

4 Total retail sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, total retail sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes sales of store types not listed the 1981 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) automotive dealers, which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include *proprietary stores*.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM's SURVEY OF TELEVISION MARKETS

STATE / S&MM / ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
CALIFORNIA											
BAKERSFIELD	343.9	120.5	18.3	2,505,232	1,499,938	400,227	145,942	68,019	231,861	65,166	.1458
CHICO-REDDING	339.6	131.2	2.8	2,574,483	1,484,790	394,765	118,323	62,333	226,661	65,688	.1469
EL CENTRO-YUMA	186.6	59.7	4.9	1,117,322	678,554	179,768	97,054	21,673	101,272	28,906	.0681
EUREKA	144.5	56.2	.7	1,206,474	593,779	178,228	32,301	18,096	69,552	40,114	.0644
FRESNO	1,062.5	362.1	42.9	7,311,529	4,219,324	1,099,656	493,840	167,914	788,012	187,729	.4256
LOS ANGELES	11,534.2	4,177.4	1,073.0	103,960,752	51,977,143	11,970,610	6,943,175	2,602,139	8,465,927	1,698,445	5.4896
PALM SPRINGS	149.9	55.2	7.1	1,148,196	667,961	154,312	86,653	22,438	122,835	24,047	.0655
SACRAMENTO-STOCKTON	2,174.7	812.9	112.2	18,553,538	9,592,302	2,380,758	1,197,310	457,329	1,518,605	440,667	.9995
SALINAS-MONTEREY	513.9	180.1	20.9	4,020,861	2,206,177	518,364	204,513	91,539	345,602	99,306	.2244
SAN DIEGO	1,904.9	692.5	108.7	15,625,655	8,081,133	1,711,228	1,348,279	444,045	1,246,308	223,041	.8483
SAN FRANCISCO	5,142.9	1,983.3	454.5	54,409,094	24,985,110	5,719,197	3,272,246	1,300,439	3,980,833	1,053,721	2.7258
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	461.0	172.0	10.9	3,782,743	2,024,471	472,293	164,082	100,713	270,351	79,226	.2076
COLORADO											
COLORADO SPRINGS-PUEBLO	552.6	197.2	22.5	3,705,739	2,212,443	486,224	261,252	134,635	451,244	45,489	.2193
DENVER	2,284.8	860.1	80.6	19,940,890	10,980,417	2,382,093	1,237,932	572,784	2,062,215	256,023	1.0905
GRAND JUNCTION	136.3	49.8	.2	882,005	643,260	134,267	63,245	34,932	131,399	11,292	.0562

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for people who like [illegible]s...

And, the numbers are remarkable!

The Audit Bureau of Circulations Publishers' Statements for the six months ended March 31, 1981, show the News weekday circulation

leading the Post in the Denver City Zone by
21,888

leading the Post in the Denver-Boulder SMSA by
15,675

and leading the Post in total circulation by
12,021

Remarkable numbers. Remarkable newspaper.

Source: Audit Bureau of Circulations March 31, 1981 Publisher's Statements both newspapers

The Rocky Mountain News
...FIRST IN COLORADO

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S&MM's SURVEY OF TELEVISION MARKETS

STATE / S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
CONNECTICUT											
HARTFORD-NEW HAVEN	2,209.0	790.2	151.8	19,694,555	8,672,488	2,013,007	1,375,322	388,235	1,229,657	272,825	1.0055
DISTRICT OF COLUMBIA											
WASHINGTON	4,015.7	1,454.6	931.9	39,506,766	18,956,176	4,063,821	2,492,311	854,530	3,381,369	836,579	2.0292
FLORIDA											
FT. MYERS-NAPLES	382.7	155.7	26.0	2,795,277	2,083,475	500,974	228,925	124,903	381,394	68,028	.1754
GAINESVILLE	189.2	69.1	33.9	1,188,294	784,864	199,342	93,083	41,266	122,128	33,332	.0739
JACKSONVILLE	1,017.6	363.8	220.2	6,575,662	4,372,207	1,037,239	462,032	166,706	934,808	169,577	.4066
MIAMI	2,826.0	1,095.7	414.5	23,817,245	14,636,773	3,164,275	1,891,496	881,823	2,813,552	595,229	1.3584
ORLANDO-DAYTONA BEACH	1,531.3	581.0	185.4	10,556,026	6,980,282	1,733,698	871,593	247,650	1,224,517	248,894	.6416
PANAMA CITY	222.5	79.8	31.6	1,129,371	814,521	211,099	97,369	39,141	159,144	24,077	.0760
SARASOTA	208.3	92.0	10.5	1,572,524	1,223,537	270,610	132,246	104,851	193,263	43,396	.0996
TALLAHASSEE	448.1	154.5	147.7	2,612,632	1,674,439	442,177	168,185	55,494	298,292	66,261	.1626
TAMPA-ST. PETERSBURG	2,277.1	915.6	225.5	15,846,031	10,267,091	2,793,822	1,385,884	383,295	1,780,927	358,309	.9548
WEST PALM BEACH	835.0	337.6	114.0	7,445,154	4,183,143	1,049,322	470,351	225,380	791,222	153,213	.4082

Tampa/St.Petersburg- The Most Exciting Growth Market in the Southeast

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
GEORGIA											
ALBANY	328.0	109.1	109.3	1,823,993	1,092,688	276,491	109,832	46,159	214,056	41,400	.1134
ATLANTA	3,002.6	1,065.3	679.4	22,619,275	12,914,486	2,885,906	1,894,562	418,972	2,485,683	449,435	1.2872
AUGUSTA	557.5	185.9	207.9	3,328,286	1,846,856	484,087	212,401	80,044	365,758	61,523	.1975
COLUMBUS	544.8	183.7	202.6	3,109,895	1,836,065	438,852	223,592	69,219	360,983	60,984	.1903
MACON	423.4	144.0	148.6	2,391,318	1,578,250	393,312	186,049	51,731	301,209	53,661	.1521
SAVANNAH	574.1	190.9	192.1	3,251,537	2,061,629	493,137	182,908	106,794	368,835	71,542	.2044
IDAHO											
BOISE	392.0	139.6	1.8	2,645,288	1,701,890	393,139	173,819	107,198	337,663	38,521	.1599
IDAHO FALLS-POCATELLO	287.7	91.9	.7	1,924,074	1,242,901	266,791	128,942	73,556	232,532	32,096	.1169
TWIN FALLS	82.7	29.9	.0	564,352	340,222	68,189	26,772	19,290	65,812	15,957	.0335
ILLINOIS											
CHICAGO	8,467.1	2,976.9	1,597.3	78,891,984	35,996,567	7,201,411	4,658,212	1,656,545	5,623,087	1,444,903	4.0342
PEORIA	606.0	218.5	28.7	5,159,187	2,704,796	551,900	362,883	117,383	456,069	73,462	.2791
QUINCY-HANNIBAL	349.9	129.5	7.9	2,446,022	1,223,680	273,318	119,958	55,847	230,514	38,950	.1362
ROCKFORD	516.3	185.5	29.5	4,393,641	2,067,034	458,197	349,700	103,131	283,763	69,646	.2304
SPRINGFIELD-DECATUR-CHAMPAIGN	853.1	315.4	50.6	7,158,266	3,816,676	800,777	505,179	167,730	597,020	126,160	.3910
INDIANA											
EVANSVILLE	662.9	241.0	27.8	4,694,058	2,648,445	578,079	287,035	120,159	491,250	89,499	.2697
FT. WAYNE	619.6	218.8	27.6	4,715,420	2,346,789	484,297	294,768	93,524	419,417	89,892	.2570
INDIANAPOLIS	2,219.3	797.1	191.8	17,549,603	8,911,094	1,826,197	1,150,656	342,473	1,511,921	371,856	.9546
LAFAYETTE	122.2	41.4	2.1	888,580	488,372	92,423	102,671	27,318	67,948	23,470	.0504
SOUTH BEND-ELKHART	782.0	277.6	57.8	5,613,523	3,023,419	656,131	342,495	155,414	562,466	132,412	.3171
TERRE HAUTE	437.9	162.9	7.3	2,995,657	1,677,470	331,417	178,743	51,236	258,158	58,539	.1732
IOWA											
CEDAR RAPIDS-WATERLOO	883.8	312.8	13.3	6,955,984	3,724,438	735,627	454,198	186,071	742,835	104,355	.3851
DAVENPORT-ROCK ISLAND-MOLINE	887.0	321.6	23.3	7,355,812	3,823,809	746,428	521,296	179,195	727,251	134,312	.3990
DES MOINES	962.7	359.0	16.9	7,949,901	4,401,801	925,468	533,288	189,144	856,745	96,284	.4405
OTTUMWA-KIRKSVILLE	82.4	30.7	.4	504,327	291,939	62,864	22,322	10,590	65,414	6,148	.0302
SIOUX CITY	421.5	152.9	1.3	3,253,530	1,770,728	365,207	161,497	75,392	353,627	49,518	.1817
KANSAS											
TOPEKA	383.6	139.9	25.5	3,047,822	1,479,680	297,938	198,061	71,015	311,685	40,044	.1638
WICHITA-HUTCHINSON	1,077.3	408.0	39.6	9,591,945	4,874,886	979,776	558,965	219,334	1,057,435	105,124	.5096

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A recent study of the Indianapolis Metro Area showed that of those who bought non-food items as a DIRECT RESULT OF ADVERTISING during an average week:

209,000 SALES resulted from an ad in a newspaper

46,000 SALES resulted from an ad on TV

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Source: Belden Continuing Market Study

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS

Member: Million Market Newspapers, Inc.
Metropolitan Sunday Newspapers, Inc.
Representating Sunday and Metro Comics

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										Buying Power Index
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
KENTUCKY											
BOWLING GREEN	114.9	40.5	8.1	728,440	496,683	133,973	62,436	21,597	59,622	802	0456
LEXINGTON	816.6	283.8	48.5	4,894,267	3,328,957	866,035	416,186	128,437	524,184	104,794	3100
LOUISVILLE	1,475.2	519.3	145.1	10,720,977	5,689,405	1,440,782	665,130	270,559	875,636	210,734	6015
PADUCAH-CAPE GIRARDEAU-HARRISBURG	542.1	322.1	52.5	5,115,639	3,403,605	791,390	357,827	141,798	650,300	114,629	3221
LOUISIANA											
ALEXANDRIA	250.4	81.5	60.5	1,502,293	736,872	188,656	117,100	25,752	153,270	27,401	0865
BATON ROUGE	725.2	236.9	232.0	5,308,952	2,762,469	661,857	509,356	109,722	547,563	97,335	2957
LAFAYETTE	535.8	176.7	129.9	3,337,665	1,997,250	464,345	217,241	88,925	460,819	81,291	2009
LAKE CHARLES	208.5	70.6	42.2	1,494,761	872,966	234,657	99,963	38,230	190,259	25,992	0865
MONROE-EL DORADO	524.3	179.9	170.5	3,039,462	1,707,204	413,216	208,463	61,660	429,766	63,394	1820
NEW ORLEANS	1,682.5	581.8	497.3	12,833,163	6,654,644	1,738,539	894,904	313,563	1,193,364	228,803	7076
SHREVEPORT-TEXARKANA	1,198.3	429.1	324.0	7,697,132	4,692,647	1,089,605	577,770	195,432	1,050,310	133,327	4630
MAINE											
BANGOR	340.5	119.6	3	2,118,338	1,280,697	342,167	122,880	52,505	206,062	44,975	1279
PORTLAND-POLAND SPRING	883.5	320.8	2.3	6,197,581	3,828,736	902,834	399,639	129,321	585,389	106,141	3674
PRESQUE ISLE	91.1	29.7	8	507,779	325,360	76,848	40,891	15,714	56,624	12,948	0319
MARYLAND											
BALTIMORE	2,433.3	856.4	594.4	18,482,830	10,378,792	2,606,605	1,197,173	426,504	1,831,383	344,558	1.0449
SALISBURY	215.3	78.5	48.0	1,412,724	1,041,119	297,540	86,241	36,584	172,011	34,422	0900
MASSACHUSETTS											
BOSTON	5,261.8	1,883.0	189.6	45,312,483	23,237,681	5,251,987	2,964,616	977,047	2,881,603	785,563	2.4310
SPRINGFIELD	646.7	229.1	30.5	4,980,021	2,754,124	756,307	273,370	88,407	359,728	81,683	2794
MICHIGAN											
ALPENA	42.3	15.2	0	252,599	168,249	45,810	13,088	8,070	27,463	6,048	0159
DETROIT	4,748.2	1,662.3	920.0	44,551,818	22,407,085	4,656,016	3,046,664	1,091,180	4,070,278	1,004,331	2.3397
FLINT-SAGINAW-BAY CITY	1,281.8	439.1	119.4	9,879,125	5,380,804	1,139,441	817,532	253,607	978,725	210,763	5515
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,609.5	561.1	94.3	11,090,706	6,209,738	1,049,723	1,259,976	286,705	981,041	167,709	6395
LANSING	614.6	212.3	35.0	5,004,440	2,458,584	415,103	517,992	104,567	408,721	56,799	2679
MARQUETTE	151.4	52.5	1.6	808,576	544,193	133,780	46,820	18,271	73,176	12,692	0524
TRAVERSE CITY-CADILLAC	403.5	145.1	2.4	2,216,676	1,679,984	405,676	107,743	57,259	244,433	59,593	1484
MINNESOTA											
ALEXANDRIA	226.1	80.3	2	1,324,005	803,165	161,316	50,145	27,289	142,218	22,815	0817
DULUTH-SUPERIOR	472.7	173.9	1.2	3,232,799	1,856,119	403,265	214,613	61,022	265,552	51,106	1884
MANKATO	104.3	37.7	2	814,378	473,314	102,754	44,319	20,357	102,833	15,695	0462
MINNEAPOLIS-ST. PAUL	3,028.1	1,084.2	51.3	25,604,051	13,684,016	2,385,665	2,096,647	519,234	2,440,730	356,321	1.3953
ROCHESTER-MASON CITY-AUSTIN	375.0	138.4	6	3,032,100	1,669,260	303,127	182,945	67,610	373,596	51,615	1680
MISSISSIPPI											
BILOXI-GULFPORT-PASCAGOULA	169.1	56.5	32.7	1,083,700	629,453	160,011	116,271	25,158	94,942	21,389	0642
COLUMBUS-TUPELO	410.7	138.7	117.3	2,243,061	1,306,110	380,467	147,752	51,061	223,191	42,869	1383
GREENWOOD-GREENVILLE	220.2	68.2	128.3	1,052,087	652,559	210,126	88,816	25,448	104,150	22,877	0687
JACKSON	808.3	269.9	342.1	4,682,778	2,805,528	773,449	374,692	117,323	532,510	97,008	2866
LAUREL-HATTIESBURG	241.8	82.6	65.0	1,304,884	832,129	215,644	116,889	36,814	138,830	34,978	0835
MERIDIAN	158.8	54.3	60.2	853,374	564,890	160,641	78,791	17,623	83,469	16,972	0547
MISSOURI											
COLUMBIA-JEFFERSON CITY	345.3	124.1	18.6	2,325,011	1,348,140	275,974	145,450	57,081	288,483	37,185	1363
JOPLIN-PITTSBURG	442.7	169.4	4.1	2,779,619	1,654,272	358,955	180,046	67,839	378,149	46,788	1668

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The Kansas City Times/Star combination is first—nationally—in circulation penetration of any major metro daily. We're read by 58% of SMSA adults on weekdays; 74% on Sunday.

46% of Kansas Citians have their TVs on during the 10 p.m. newscasts. The Times/Star reaches 25% more—111,000 more—adults.

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S&MM's SURVEY OF TELEVISION MARKETS

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	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
MO (cont.)											
KANSAS CITY	1,869.4	696.2	192.0	16,208,033	8,428,029	1,584,716	1,296,686	316,858	1,840,686	194,901	.8718
ST. JOSEPH	127.9	48.1	2.8	915,047	563,823	114,076	83,343	25,526	100,345	17,754	.0542
ST. LOUIS	2,862.2	1,030.2	417.8	23,033,841	11,822,327	2,719,830	1,761,238	475,101	2,168,998	305,190	1.2525
SPRINGFIELD	746.4	276.1	8.5	4,288,224	2,836,952	593,460	309,803	111,336	625,269	63,521	.2711
MONTANA											
BILLINGS-HARDIN	207.3	76.0	.3	1,534,000	1,038,534	204,189	131,124	50,234	171,852	42,623	.0930
GREAT FALLS	180.3	65.3	1.0	1,294,794	818,913	156,584	81,506	39,237	164,678	32,485	.0763
HELENA	43.9	16.6	.1	334,210	220,780	50,903	24,707	14,173	38,744	6,377	.0200
MILES CITY-GLENDIVE	30.6	11.3	.0	233,389	148,891	29,744	4,442	5,797	21,497	5,490	.0136
MISSOULA-BUTTE	308.6	112.9	.1	2,164,263	1,375,111	267,308	96,004	82,133	252,835	51,626	.1295
NEBRASKA											
LINCOLN-HASTINGS-KEARNEY	661.9	248.3	4.1	5,136,697	2,834,313	520,175	371,207	113,025	518,891	60,056	.2877
NORTH PLATTE	42.1	15.5	.1	300,010	216,278	39,156	38,585	10,467	37,528	3,654	.0186
OMAHA	920.8	335.4	45.1	7,551,103	3,709,005	763,642	470,127	18[illegible],122	794,592	108,189	.4038
NEVADA											
LAS VEGAS	488.9	186.0	47.8	4,040,795	2,533,213	509,507	359,554	108,884	484,853	94,773	.2331
RENO	369.6	143.7	5.6	3,294,244	2,113,918	348,653	191,054	116,261	383,210	188,751	.1883
NEW MEXICO											
ALBUQUERQUE	1,004.0	343.4	14.4	6,696,183	4,127,434	875,691	454,719	240,850	801,997	115,421	.4005
FARMINGTON	83.4	26.1	.3	523,488	393,303	94,000	40,686	10,252	94,672	8,742	.0339
ROSWELL	148.9	52.3	4.4	1,097,927	662,922	141,709	70,312	32,130	149,067	19,275	.0639
NEW YORK											
ALBANY-SCHENECTADY-TROY	1,276.1	462.6	39.5	9,895,355	5,495,331	1,407,810	546,297	203,430	851,465	152,169	.5552
BINGHAMTON	422.8	149.8	4.6	2,829,525	1,688,823	411,942	142,562	71,973	333,949	60,767	.1675
BUFFALO	1,724.2	617.8	124.7	12,865,639	7,242,497	1,895,791	1,018,642	303,850	1,394,546	260,516	.7307
ELMIRA	237.7	84.2	5.5	1,624,406	899,737	222,458	112,841	30,491	167,375	31,587	.0935
NEW YORK	18,033.2	6,541.4	2,877.7	166,411,609	70,835,545	17,612,848	8,346,681	3,714,285	8,866,409	1,693,201	8.3654
ROCHESTER	933.5	332.9	78.4	8,586,522	4,349,393	1,009,646	492,904	181,879	850,315	139,819	.4536
SYRACUSE	1,018.2	355.6	41.6	7,995,682	4,305,638	1,180,354	404,654	178,970	801,373	210,034	.4432
UTICA	292.2	102.6	6.1	1,944,120	1,173,159	309,119	128,995	37,877	188,388	56,713	.1155
WATERTOWN-CARTHAGE	227.5	75.5	.6	1,414,047	870,188	223,828	74,374	30,150	164,217	46,608	.0858
NORTH CAROLINA											
CHARLOTTE	1,693.9	599.2	316.5	11,984,551	6,321,077	1,547,261	711,271	302,633	1,339,429	254,778	.6748
GREENSBORO-WINSTON SALEM-HIGH POINT	1,232.6	447.6	221.8	8,901,121	4,848,511	1,071,733	554,306	267,635	995,742	207,652	.5040
GREENVILLE-NEW BERN-WASHINGTON	613.5	202.2	201.0	3,483,679	2,005,630	490,826	199,499	118,257	441,473	60,194	.2123
RALEIGH-DURHAM	1,574.9	542.5	473.2	10,188,513	5,495,806	1,331,249	704,465	256,614	1,002,589	159,272	.5894

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
NC (cont.)											
WILMINGTON	452.7	155.4	116.5	2,576,222	1,738,544	404,917	215,555	74,670	321,754	64,185	.1643
NORTH DAKOTA											
FARGO	590.1	209.5	1.7	4,334,799	2,580,737	436,880	198,396	107,802	510,246	77,224	.2514
MINOT-BISMARCK-DICKINSON	377.5	131.1	1.1	2,804,622	1,573,513	292,257	133,613	58,241	357,761	48,607	.1593
OHIO											
CINCINNATI	1,973.0	701.5	191.8	15,365,272	7,844,300	1,995,896	1,109,711	325,862	1,136,678	275,310	.8398
CLEVELAND	3,883.8	1,400.3	473.3	32,176,770	16,856,668	3,992,781	2,420,555	671,656	2,693,655	657,230	1.7501
COLUMBUS	1,592.4	576.7	147.6	12,217,181	6,552,877	1,431,251	959,768	276,393	1,100,965	265,634	.6796
DAYTON	1,308.1	472.1	126.0	10,283,041	5,235,279	1,182,781	801,743	224,646	862,023	1[illegible]708	.5605
LIMA	112.4	39.6	11.2	873,755	547,224	101,057	123,915	22,248	70,761	1[illegible]19	.0509
TOLEDO	1,134.0	400.5	70.8	9,060,063	4,686,670	1,084,844	571,172	201,497	756,937	175,457	.4946
YOUNGSTOWN	659.0	233.9	61.9	5,186,040	2,777,523	643,758	447,122	117,784	472,992	94,836	.2868
ZANESVILLE	83.8	29.9	3.7	580,852	308,477	77,141	41,483	10,674	45,144	10,293	.0328
OKLAHOMA											
ARDMORE-ADA	185.1	69.4	9.1	1,180,063	632,161	182,467	61,179	21,901	137,530	15,056	.0683
OKLAHOMA CITY	1,406.0	529.3	94.8	11,671,326	6,636,870	1,433,329	769,811	321,668	1,549,479	161,498	.6515
TULSA	1,112.1	418.5	76.8	8,672,154	5,023,623	1,131,495	658,014	240,508	1,118,446	101,901	.4921
OREGON											
BEND	65.1	24.3	.0	488,293	380,296	87,730	21,755	17,287	69,123	18,556	.0311
EUGENE	440.1	165.5	1.9	3,219,266	2,148,307	459,692	281,951	98,103	411,583	90,927	.1940
MEDFORD	312.5	117.1	1.3	2,032,922	1,542,409	349,157	171,781	70,492	293,328	48,892	.1312
PORTLAND	2,087.6	796.1	36.6	16,893,865	9,681,726	1,798,733	1,791,585	505,856	1,598,452	318,198	.9492
PENNSYLVANIA											
ERIE	418.0	146.8	14.0	2,905,063	1,837,600	284,120	200,927	76,923	317,298	46,701	.1736
HARRISBURG-YORK-LANCASTER-LEBANON	1,260.1	452.0	51.4	10,277,076	5,382,913	1,259,679	619,530	275,703	932,145	131,641	.5607
JOHNSTOWN-ALTOONA	799.1	279.2	7.9	5,339,919	3,105,655	726,548	372,746	139,786	612,397	74,262	.3134
PHILADELPHIA	6,810.9	2,408.6	1,107.4	58,542,780	28,056,742	6,373,362	3,462,012	1,334,714	4,631,419	723,903	3.0810
PITTSBURGH	3,403.6	1,238.5	197.4	25,943,263	13,446,354	3,089,710	1,951,186	612,592	2,676,422	359,853	1.4312
WILKES BARRE-SCRANTON	1,296.5	470.1	8.2	8,294,639	4,455,766	1,122,243	489,372	182,610	832,125	133,505	.4804
RHODE ISLAND											
PROVIDENCE-NEW BEDFORD	1,528.9	549.1	34.1	11,532,197	5,699,838	1,336,610	707,052	260,435	765,091	187,049	.6288
SOUTH CAROLINA											
CHARLESTON	550.5	177.5	194.1	3,244,293	1,871,290	460,034	229,388	83,563	337,873	58,238	.1957
COLUMBIA	736.8	240.2	274.4	4,721,200	2,671,903	640,987	321,685	111,231	521,369	85,835	.2780
FLORENCE	305.2	98.2	125.0	1,688,899	1,011,304	275,923	110,810	42,353	181,348	36,312	.1046
GREENVILLE-SPARTANBURG-ASHEVILLE	1,534.9	546.9	230.3	9,980,889	5,879,510	1,492,985	637,927	233,155	1,118,895	239,097	.5920
SOUTH DAKOTA											
RAPID CITY	252.2	87.7	1.5	1,859,354	1,218,145	248,181	98,106	51,246	224,036	26,842	.1112
SIOUX FALLS-MITCHELL	580.7	210.3	6	4,190,584	2,495,867	455,754	204,734	93,072	490,944	96,522	.2439
TENNESSEE											
BRISTOL-KINGSPORT-JOHNSON CITY	807.7	283.8	13.6	4,459,810	2,842,697	735,500	335,412	109,162	533,668	78,116	.2823
CHATTANOOGA	784.3	276.5	71.1	4,780,443	2,873,234	758,801	361,210	146,613	467,381	92,647	.2891
JACKSON	119.6	43.4	25.5	752,959	491,455	126,275	86,731	18,013	76,910	12,292	.0463
KNOXVILLE	1,096.7	390.4	45.2	6,756,359	3,998,906	1,051,675	538,527	178,122	597,605	138,649	.4065
MEMPHIS	1,667.0	569.9	608.9	10,532,212	5,820,820	1,565,026	717,879	237,983	1,083,240	200,508	.6172
NASHVILLE	1,819.7	645.7	218.5	12,182,580	6,823,336	1,723,808	811,351	311,303	1,278,779	219,857	.7067
TEXAS											
ABILENE-SWEETWATER	304.1	111.7	12.9	2,098,480	1,425,912	302,340	120,761	49,107	369,796	39,602	.1294

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						Buying Power Index
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
TX (cont.)											
AMARILLO	475.3	173.5	17.3	3,760,572	2,371,410	513,361	213,929	106,851	592,440	67,036	.2188
AUSTIN	602.1	224.3	60.9	4,935,515	2,760,055	589,574	365,349	119,321	512,560	69,375	.2747
BEAUMONT-PORT ARTHUR	448.1	159.2	95.2	3,648,592	2,207,749	490,816	261,705	98,361	509,476	61,126	.2083
CORPUS CHRISTI	476.7	153.6	16.7	3,072,825	2,016,742	530,309	213,464	75,702	478,862	49,094	.1889
DALLAS-FT. WORTH	3,646.7	1,340.3	489.6	32,450,454	18,212,058	3,234,235	2,274,645	827,027	4,497,236	783,739	1.7795
EL PASO	609.7	183.8	20.5	3,676,252	2,367,437	488,232	351,638	147,872	478,948	82,524	.2280
HOUSTON	3,488.5	1,244.0	631.7	32,515,811	19,285,689	3,980,037	2,638,395	750,083	4,735,358	487,440	1.8002
LAREDO	108.2	28.7	.1	452,884	545,782	118,940	103,519	36,126	64,211	16,418	.0390
LUBBOCK	417.8	143.5	74.3	3,121,762	2,033,875	421,154	196,464	96,492	554,220	48,308	.1858
MCALLEN-BROWNSVILLE	552.8	151.2	1.4	2,361,174	2,006,687	517,680	339,644	112,740	326,690	49,529	.1759
ODESSA-MIDLAND	350.2	122.8	16.5	2,838,303	2,041,847	437,519	199,637	79,084	519,680	33,944	.1724
SAN ANGELO	95.5	34.6	3.4	654,600	525,390	108,595	58,978	20,914	144,965	7,035	.0428
SAN ANTONIO	1,486.5	488.7	84.0	9,995,020	5,902,820	1,344,319	831,781	241,618	1,164,215	124,922	.5885
TYLER	257.5	91.0	53.2	1,750,232	1,210,596	280,532	140,726	63,882	253,941	34,682	.1084
VICTORIA	70.1	23.7	4.8	525,201	441,338	78,386	61,717	21,400	114,831	10,840	.0342
WACO-TEMPLE	599.3	206.5	96.2	3,879,653	2,300,102	465,860	242,569	91,492	558,262	81,181	.2306
WICHITA FALLS-LAWTON	439.8	157.5	38.0	3,185,060	1,848,901	416,295	205,790	86,570	469,185	46,127	.1838
UTAH SALT LAKE CITY	1,628.3	507.3	9.9	10,356,274	6,046,887	1,212,919	867,814	385,296	1,180,342	151,612	.6155
VERMONT BURLINGTON-PLATTSBURGH	601.8	207.7	3.7	3,943,219	2,300,587	541,394	222,931	81,484	368,038	62,801	.2330
VIRGINIA HARRISONBURG	133.9	46.0	2.6	734,520	453,155	131,990	33,029	17,675	69,957	11,149	.0459
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,426.1	482.8	433.0	9,379,252	5,722,079	1,339,450	706,866	298,735	1,078,688	157,154	.5615
RICHMOND	1,205.0	426.7	335.0	8,802,744	5,275,812	1,228,799	682,461	223,563	942,402	197,531	.5118
ROANOKE-LYNCHBURG	996.6	352.2	155.0	6,107,932	3,912,024	1,020,168	445,502	160,463	714,220	137,686	.3772
WASHINGTON SEATTLE-TACOMA	2,867.6	1,093.6	95.4	25,599,695	13,637,688	2,959,226	1,661,420	674,260	2,208,399	533,594	1.3801
SPOKANE	873.9	323.3	5.9	6,566,835	3,357,059	823,239	342,939	157,613	582,002	141,702	.3618
YAKIMA	460.0	165.3	4.9	3,565,729	2,130,252	489,143	229,332	91,545	374,472	110,918	.2048
WEST VIRGINIA BLUEFIELD-BECKLEY-OAK HILL	418.8	145.6	28.4	2,452,705	1,677,274	466,669	168,340	67,735	367,613	48,844	.1565
CHARLESTON-HUNTINGTON	1,491.3	518.5	32.9	9,258,345	5,627,423	1,481,681	671,460	253,703	1,096,282	196,956	.5601
CLARKSBURG-WESTON	211.1	75.1	1.7	1,159,049	701,868	187,352	66,330	25,975	168,498	24,032	.0720
PARKERSBURG	94.3	34.4	.8	766,738	513,956	105,760	110,124	19,292	106,711	12,422	.0453
WHEELING-STEUBENVILLE	465.4	166.8	10.7	3,272,741	1,713,093	443,560	228,093	73,267	301,587	51,642	.1842
WISCONSIN GREEN BAY	985.1	344.5	1.3	6,855,654	3,699,658	797,934	530,673	164,740	591,809	104,088	.3901
LA CROSSE-EAU CLAIRE	445.9	156.3	.6	2,886,237	1,675,806	315,570	206,079	64,922	243,976	49,560	.1710
MADISON	510.9	190.0	5.9	4,215,417	2,304,080	411,958	225,912	123,874	331,983	56,359	.2323
MILWAUKEE	1,888.8	677.3	166.8	16,042,607	8,031,261	1,855,798	1,094,144	389,820	1,163,244	268,098	.8568
WAUSAU-RHINELANDER	430.6	149.5	.5	2,956,606	1,623,342	368,696	160,400	61,743	251,498	38,125	.1697
WYOMING CASPER-RIVERTON	149.0	52.5	.5	1,369,748	918,143	180,033	63,340	54,536	200,835	24,907	.0794
CHEYENNE	131.9	49.1	2.1	1,142,804	678,068	122,998	68,769	34,475	110,092	12,484	.0641
UNITED STATES (ADI AREAS)	227,107.8	81,463.6	26,763.6	1,802,137,915	958,932,297	217,898,520	121,923,336	43,995,847	169,124,131	31,613,240	99.3352

Section F

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Canadian Metropolitan Market Projections to 1985

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Canada's much talked-about flow of population and economic activity to the West could make the unwary marketer forget that the overwhelming bulk of the country's sales potential is still in its industrial heartland—the provinces of Ontario and Quebec. In fact, better than three-fifths of the population, 62.0%, still lives in the two provinces.

This is only one percentage point less than in 1961, and that small dip masks the two provinces' contrasting performances. All of the decline took place in Quebec, due mostly to the outmigration of English-speaking people who feared that Premier Rene Levesque and his Parti Quebecois would succeed in their goal of provincial independence.

Ontario was one of the main beneficiaries of this movement, attracting especially the entrepreneurial-minded and the managerial class. As a result, the province's population share rose from 34.2% to 35.7%, while Quebec's dipped from 28.8% to 26.3%, between 1961 and 1980.

Compared to the heartland's relative stability, the resource-rich westernmost provinces, Alberta and British Columbia, boomed. Their aggregate population share rose sharply from 16.2% to 20.1% during the same period.

The newcomers who fueled the West's zesty growth came mostly from the prairie provinces, Manitoba and Saskatchewan, whose population share dropped from 10.2% to 8.4%. This primarily reflected the mechanization of grain harvesting that created surplus farm labor, just as has happened in the U.S.'s South.

Although industry, as a rule, follows people, provincial economic growth didn't exactly mirror population shifts in the 1970s. Not surprisingly, Alberta, with an annual growth rate of 6.9%, and British Columbia, 5.1%, had the fastest-growing economies in the decade, according to Toronto's *Financial Post*.

What is surprising, however, is the performance of Saskatchewan and Prince Edward Island. The prairie province, whose population share fell in the decade, and the Atlantic province, which held its share level, tied for the third-fastest economic growth rate, 3.9%. Trailing them were Ontario and Newfoundland, each at 3.2%, and Manitoba, 2.7%. Canada's overall rate was 3.9%, the *Post* adds.

Looking ahead to the 1980s, the *Post* says, "Alberta, British Columbia, Saskatchewan, and Newfoundland seem destined to be top dogs, with the rest showing moderate growth. Of course, new resource finds could alter the rankings."

"Nova Scotia, for example," the paper continues, "has the possibility of gas discoveries off Sable Island and could see excellent growth. But it's too early to guess how much."

As for the industrial heartland, Ontario is sure to enjoy a better decade, while Quebec's industrial mix raises uncertainties. "Ontario should have no trouble improving its dismal record of the past few years,

(continued on page 174)

Canada's population tilt

Province	1961	1971	1980	1985
	% Of Total Population			
Atlantic Provinces	**10.4%**	**9.5%**	**9.4%**	**9.4%**
Newfoundland	2.5	2.4	2.4	2.5
Prince Edward Island	0.6	0.5	0.5	0.5
Nova Scotia	4.0	3.7	3.6	3.5
New Brunswick	3.3	2.9	2.9	2.9
Industrial Heartland	**63.0%**	**63.6%**	**62.0%**	**61.1%**
Quebec	28.8	27.9	26.3	25.5
Ontario	34.2	35.7	35.7	35.6
Prairies	**10.2%**	**8.9%**	**8.4%**	**8.1%**
Manitoba	5.1	4.6	4.3	4.1
Saskatchewan	5.1	4.3	4.1	4.0
West	**16.2%**	**17.6%**	**20.1%**	**21.1%**
Alberta	7.3	7.5	8.9	9.5
British Columbia	8.9	10.1	11.2	11.6

Note: Details won't add to 100% because of rounding and omission of the Yukon-Northwest Territories.
Sources: *Sales & Marketing Management's Survey of Buying Power—Part II*; Statistics Canada.
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Guide to using S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES			POPULATION			$$	EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from 1976 population census, **Total Population** is a head-count estimate of all **persons** living in the market at the end of the year. Includes the institutional population living in group quarters such as colleges and hospitals, and armed forces personnel (and their dependents) permanently stationed in the area; excludes tourists and transients. The 1985 projection is a straightline projection based on the assumption that trends of recent years will continue.

2 **Percent change** between 12/31/80 and 12/31/85. The earlier year is the base period. A minus sign indicates a decline.

3 **Households** are units made up of families or unrelated individuals occupying a house, an apartment or other group of rooms, or a room regarded as a housing unit under the 1976 population census rules. The members of a household need not be related, and a single person living alone is also counted as a household. The 12/31/85 projection is based on population trends that will affect household size. After estimating average household size in 1985, this figure is divided into projected population to get expected number of households.

4 **Percent change** in the number of households between 12/31/80 and 12/31/85. The earlier year is the base period. A minus sign indicates a decline.

5 Expressed in **Canadian dollars, Effective Buying Income (EBI)** is a classification exclusively developed by Sales & Marketing Management. It is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, provincial, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is removed from this total to arrive at Effective Buying Income. EBI for 1985 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent households by Effective Buying Income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

6 **Percent change** in total EBI between 1980 and 1985, with 1980 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 **Average Household Effective Buying Income** is calculated by dividing the number of households into the total EBI. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because the EBI of the institutional population is included in a market's total EBI, and such persons are not included in the household count, this in effect makes the average artificially higher than the average income of the actual households.

8 **Total retail sales,** updated from the 1971 retail trade census, are expressed in **Canadian dollars** and are net sales (minus refunds and allowances for returns) of stores engaged primarily in retail trade. Sales taxes collected from customers and receipts from repairs or other services are included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by the purchase by nonhousehold units, such as businesses, and by the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments. Retail sales for 1985 are stated in current dollars.

9 **Percent change** between 1980 and 1985, with 1980 as the base year, of a market's total retail sales. A minus sign indicates a decline.

10 **Retail Sales Per Household** is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the Canadian potential. It is calculated by giving a weight of 5 to the market's share of total Canadian EBI, 3 to its share of total Canadian retail sales, and 2 to its share of total Canadian population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM's CANADIAN PROVINCIAL PROJECTIONS

S&MM ESTIMATES			POPULATION			$$	EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
Province	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
Alberta	2,135.9	2,374.1	11.2	835.5	17.1	34,337,702	81.1	26,577	41,098	17,148,928	69.7	14,164	20,525	9.8401	10.7459
British Columbia	2,687.0	2,912.2	8.4	1,060.8	9.9	38,464,474	60.6	24,823	36,260	16,884,962	46.9	11,913	15,917	12.0096	11.7523
Manitoba	1,028.0	1,024.6	-.3	377.4	6.9	11,593,003	46.7	22,380	30,718	5,110,410	46.9	9,849	13,541	3.9768	3.6637
New Brunswick	709.3	733.5	3.4	237.5	9.2	7,227,277	61.3	20,605	30,431	3,269,809	44.6	10,403	13,768	2.4540	2.3773
Newfoundland	583.5	620.1	6.3	169.0	13.3	5,394,511	62.6	22,235	31,920	2,211,314	36.1	10,889	13,085	1.8492	1.7843
Nova Scotia	856.4	885.4	3.4	301.9	11.4	10,046,401	68.9	21,950	33,277	4,105,833	43.8	10,543	13,600	3.1389	3.1053
Ontario	8,600.5	8,922.6	3.7	3,139.0	6.9	122,491,870	58.9	26,250	39,023	52,007,235	59.5	11,105	16,568	37.1636	36.7760
Prince Edward Island	124.1	128.4	3.5	40.1	7.8	1,242,675	62.4	20,568	30,989	533,452	34.6	10,653	13,303	.4249	.4046
Quebec	6,325.4	6,385.6	1.0	2,291.5	9.2	81,588,926	67.5	23,206	35,605	36,276,013	57.9	10,948	15,831	25.0048	25.1910
Saskatchewan	975.9	1,014.1	3.9	393.7	20.2	13,114,979	76.9	22,635	33,312	5,457,393	50.0	11,103	13,862	3.8628	3.9612
Yukon & N.W. Territories	64.4	64.3	-.2	17.9	2.9	805,650	44.0	32,160	45,008	304,132	22.4	14,282	16,991	.2753	.2384
ALL CANADA TOTAL	**24,090.4**	**25,064.9**	**4.0**	**8,864.3**	**9.6**	**326,307,468**	**63.9**	**24,620**	**36,811**	**143,309,481**	**56.3**	**11,339**	**16,167**	**100.0000**	**100.0000**

S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES / PROVINCE / S&MM Metropolitan Area	POPULATION 12/31/80 Total Pop (Thous.)	POPULATION 12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	EFFECTIVE BUYING INCOME 1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	RETAIL SALES 1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	BUYING POWER INDEX 1980	BUYING POWER INDEX 1985
ALBERTA															
Calgary	618.4	709.1	14.7	260.0	20.8	11,201,388	86.6	27,885	43,082	5,920,115	72.6	15,929	22,770	3.1433	3.5215
Edmonton	711.3	791.8	11.3	286.1	17.2	11,777,200	81.1	26,645	41,165	6,170,771	70.2	14,856	21,569	3.4105	3.7281
TOTAL ABOVE AREAS	**1,329.7**	**1,500.9**	**12.9**	**546.1**	**18.9**	**22,978,588**	**83.7**	**27,226**	**42,078**	**12,090,886**	**71.4**	**15,359**	**22,140**	**6.5538**	**7.2496**
PROVINCE TOTALS	**2,135.9**	**2,374.1**	**11.2**	**835.5**	**17.1**	**34,337,702**	**81.1**	**26,577**	**41,098**	**17,148,928**	**69.7**	**14,164**	**20,525**	**9.8401**	**10.7459**
BRITISH COLUMBIA															
Kamloops	100.7	112.0	11.2	38.4	13.3	1,490,670	66.6	26,398	38,820	787,792	59.1	14,606	20,515	.4704	.4828
Kelowna	86.7	113.7	31.1	41.4	33.5	1,366,786	96.4	22,449	33,014	509,346	51.8	10,833	12,315	.3567	.4068
Prince George	87.8	101.7	15.8	32.8	18.0	1,356,653	73.5	28,125	41,361	666,295	55.4	15,425	20,314	.4096	.4285
Vancouver	1,136.3	1,142.3	.5	436.9	2.2	16,720,217	50.3	26,023	38,270	7,494,934	41.5	12,391	17,155	5.4695	5.0424
Victoria	247.3	263.9	6.7	106.4	8.6	3,600,246	59.7	23,310	33,837	1,424,002	42.3	10,210	13,383	1.0990	1.0603
TOTAL ABOVE AREAS	**1,658.8**	**1,733.6**	**4.5**	**655.9**	**6.1**	**24,534,572**	**55.8**	**25,481**	**37,406**	**10,882,869**	**44.0**	**12,225**	**16,592**	**7.8052**	**7.4208**
PROVINCE TOTALS	**2,687.0**	**2,912.2**	**8.4**	**1,060.8**	**9.9**	**38,464,474**	**60.6**	**24,823**	**36,260**	**16,884,962**	**46.9**	**11,913**	**15,917**	**12.0096**	**11.7523**
MANITOBA															
Winnipeg	571.8	578.9	1.2	229.5	8.5	6,968,414	48.7	22,153	30,363	3,288,857	47.8	10,513	14,331	2.3799	2.2182
TOTAL ABOVE AREAS	**571.8**	**578.9**	**1.2**	**229.5**	**8.5**	**6,968,414**	**48.7**	**22,153**	**30,363**	**3,288,857**	**47.8**	**10,513**	**14,331**	**2.3799**	**2.2182**
PROVINCE TOTALS	**1,028.0**	**1,024.6**	**–.3**	**377.4**	**6.9**	**11,593,003**	**46.7**	**22,380**	**30,718**	**5,110,410**	**46.9**	**9,849**	**13,541**	**3.9768**	**3.6637**
NEW BRUNSWICK															
Moncton	130.3	138.3	6.1	46.9	11.9	1,462,308	64.9	21,170	31,179	689,776	43.2	11,495	14,707	.4886	.4789
St. John	146.0	151.1	3.5	51.6	8.9	1,669,583	61.0	21,871	32,356	704,639	41.0	10,545	13,656	.5451	.5239
TOTAL ABOVE AREAS	**276.3**	**289.4**	**4.7**	**98.5**	**10.3**	**3,131,891**	**62.8**	**21,543**	**31,796**	**1,394,415**	**42.1**	**10,991**	**14,156**	**1.0337**	**1.0028**
PROVINCE TOTALS	**709.3**	**733.5**	**3.4**	**237.5**	**9.2**	**7,227,277**	**61.3**	**20,605**	**30,431**	**3,269,809**	**44.6**	**10,403**	**13,768**	**2.4540**	**2.3773**

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
NEWFOUNDLAND															
St. John's	244.1	261.1	7.0	75.4	14.1	2,387,454	63.5	22,086	31,664	1,033,831	34.8	11,600	13,711	.8202	.7905
TOTAL ABOVE AREAS	**244.1**	**261.1**	**7.0**	**75.4**	**14.1**	**2,387,454**	**63.5**	**22,086**	**31,664**	**1,033,831**	**34.8**	**11,600**	**13,711**	**.8202**	**.7905**
PROVINCE TOTALS	**583.5**	**620.1**	**6.3**	**169.0**	**13.3**	**5,394,511**	**62.6**	**22,235**	**31,920**	**2,211,314**	**36.1**	**10,889**	**13,085**	**1.8492**	**1.7843**
NOVA SCOTIA															
Halifax-Dartmouth	285.7	296.5	3.8	107.0	11.8	4,233,260	69.3	26,122	39,563	1,544,750	43.4	11,257	14,437	1.2176	1.2086
Sydney-Glace Bay	123.8	120.7	-2.5	36.7	5.2	1,149,771	59.3	20,685	31,329	496,392	41.2	10,074	13,526	.3991	.3765
TOTAL ABOVE AREAS	**409.5**	**417.2**	**1.9**	**143.7**	**10.0**	**5,383,031**	**67.1**	**24,669**	**37,460**	**2,041,142**	**42.9**	**10,941**	**14,204**	**1.6167**	**1.5851**
PROVINCE TOTALS	**856.4**	**885.4**	**3.4**	**301.9**	**11.4**	**10,046,401**	**68.9**	**21,950**	**33,277**	**4,105,833**	**43.8**	**10,543**	**13,600**	**3.1389**	**3.1053**
ONTARIO															
Brantford	104.8	102.6	-2.1	36.8	1.1	1,377,353	49.5	25,310	37,428	532,431	57.1	9,313	14,468	.4293	.4043
Guelph	128.8	136.0	5.6	46.9	9.1	1,768,809	61.3	25,504	37,714	761,944	65.3	10,717	16,246	.5331	.5390
Hamilton	407.6	404.8	-.7	150.4	2.6	5,190,069	51.7	23,335	34,508	2,384,924	56.1	10,425	15,857	1.6974	1.6175
Kingston	114.4	117.2	2.4	42.2	5.8	1,607,948	56.4	25,766	38,103	733,774	52.7	12,045	17,388	.5104	.4935
Kitchener-Cambridge	301.8	323.5	7.2	114.6	10.7	4,710,555	63.7	27,796	41,104	2,180,263	76.0	11,969	19,025	1.3784	1.4363
London	318.6	333.2	4.6	123.5	8.0	4,920,062	59.8	26,940	39,839	2,244,734	63.9	11,981	18,176	1.4860	1.4896
North Bay	82.0	81.6	-.5	26.9	2.7	894,362	51.8	22,484	33,248	520,471	64.7	12,058	19,348	.3194	.3111
Oshawa	294.1	320.9	9.1	104.4	12.6	4,944,367	66.5	32,027	47,360	1,775,678	57.2	12,185	17,008	1.3593	1.3854
Ottawa	759.0	817.0	7.6	303.7	12.5	12,951,290	67.1	28,706	42,645	4,228,068	46.6	10,684	13,922	3.5204	3.5215
Peterborough	102.0	107.5	5.4	38.1	8.9	1,307,959	61.0	23,215	34,330	700,557	62.0	12,358	18,387	.4302	.4328
St. Catherines-Niagara	376.2	384.2	2.1	136.1	5.5	4,990,339	56.0	24,795	36,667	2,135,801	64.2	10,082	15,693	1.5413	1.5182
Sarnia	126.0	127.8	1.4	44.2	4.7	1,732,271	54.9	26,502	39,192	642,364	59.9	9,517	14,533	.5169	.5018
Sault Ste. Marie	136.3	131.2	-3.7	42.7	-.5	1,573,705	47.2	24,922	36,855	757,686	59.8	11,051	17,744	.5368	.5044
Sudbury	161.8	153.4	-5.2	50.7	-1.9	1,810,529	45.0	24,148	35,711	963,600	52.2	12,250	19,006	.6551	.6015
Thunder Bay	157.6	160.0	1.5	53.8	4.9	2,059,656	55.1	25,888	38,284	1,001,285	69.3	11,531	18,611	.6579	.6529
Toronto	3,026.1	3,183.2	5.2	1,130.2	7.9	46,778,655	60.9	27,754	41,390	19,028,918	62.0	11,215	16,837	13.6570	13.6914
Windsor	319.6	315.4	-1.3	112.3	2.0	4,210,744	50.8	25,356	37,495	1,881,140	58.0	10,815	16,751	1.3561	1.2907
TOTAL ABOVE AREAS	**6,916.7**	**7,199.5**	**4.1**	**2,557.5**	**7.4**	**102,828,673**	**59.8**	**27,020**	**40,207**	**42,473,638**	**60.2**	**11,132**	**16,607**	**30.5850**	**30.3919**
PROVINCE TOTALS	**8,600.5**	**8,922.6**	**3.7**	**3,139.0**	**6.9**	**122,491,870**	**58.9**	**26,250**	**39,023**	**52,007,235**	**59.5**	**11,105**	**16,568**	**37.1636**	**36.7760**
PRINCE EDWARD ISLAND															
PROVINCE TOTALS	**124.1**	**128.4**	**3.5**	**40.1**	**7.8**	**1,242,675**	**62.4**	**20,568**	**30,989**	**533,452**	**34.6**	**10,653**	**13,303**	**.4249**	**.4545**

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
QUEBEC															
Chicoutimi-Jonquière	172.5	172.2	–.2	54.0	8.4	1,792,588	55.8	21,711	33,196	772,310	52.3	10,185	14,302	.5808	.5737
Montréal	2,836.3	2,837.9	.1	1,086.5	7.6	39,578,708	65.1	23,744	36,428	17,266,300	53.1	11,166	15,892	12.0648	11.9437
Québec	572.5	600.3	4.9	216.9	13.8	8,270,719	74.1	24,931	38,131	3,912,036	63.9	12,524	18,036	2.4498	2.5653
Sherbrooke	108.8	114.4	5.1	43.4	14.5	1,603,871	75.1	24,168	36,956	845,670	66.7	13,386	19,485	.4864	.5140
Trois Rivières-Shawinigan	235.5	232.5	–1.3	84.4	7.2	2,633,270	64.2	20,375	31,200	1,304,517	62.8	10,184	15,456	.8605	.8621
TOTAL ABOVE AREAS	**3,925.6**	**3,957.3**	**.8**	**1,485.2**	**8.7**	**53,879,156**	**66.7**	**23,653**	**36,277**	**24,100,833**	**55.7**	**11,325**	**16,227**	**16.4423**	**16.4588**
PROVINCE TOTALS	**6,325.4**	**6,385.6**	**1.0**	**2,291.5**	**9.2**	**81,588,926**	**67.5**	**23,206**	**35,605**	**36,276,013**	**57.9**	**10,948**	**15,831**	**25.0048**	**25.1910**
SASKATCHEWAN															
Regina	200.9	222.2	10.6	88.9	27.9	2,922,129	88.9	22,256	32,870	1,382,807	56.9	12,679	15,555	.8437	.9145
Saskatoon	178.8	192.7	7.8	77.8	24.7	2,504,756	84.1	21,800	32,195	1,222,443	55.7	12,582	15,713	.7470	.7935
TOTAL ABOVE AREAS	**379.7**	**414.9**	**9.3**	**166.7**	**26.4**	**5,426,885**	**86.7**	**22,040**	**32,555**	**2,605,250**	**56.3**	**12,633**	**15,628**	**1.5907**	**1.7080**
PROVINCE TOTALS	**975.9**	**1,014.1**	**3.9**	**393.7**	**20.2**	**13,114,979**	**76.9**	**22,635**	**33,312**	**5,457,393**	**50.0**	**11,103**	**13,862**	**3.8628**	**3.9612**
YUKON & N.W. TERRITORIES															
PROVINCE TOTALS	**64.4**	**64.3**	**–.2**	**17.9**	**2.9**	**805,650**	**44.0**	**32,160**	**45,008**	**304,132**	**22.4**	**14,282**	**16,991**	**.2753**	**.2384**

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(continued from page 169)

which was caused partly by the troubled auto industry," the *Post* says. "With this sector beginning to emerge from the doldrums, the province should reap rewards from chemicals, metals, and machinery. And as a major supplier of heavy manufactured goods, Ontario benefits from most developments anywhere in Canada."

Although Quebec's industry has become more diverse, it still has a smaller proportion of the heavy industries—chemicals, electrical products, machinery, and rubber and plastics—which were the country's second-fastest-growing sector.

"Quebec suffers from concentrating on products that have little growth potential such as clothing and knitting mills," the *Post* continues. "However, 15% of goods output comes from mining and 10% from forestry, both of which have good prospects. In addition, James Bay hydroelectric generation can certainly be expanded, if markets open up in the U.S."

Differentials in population and economic growth among the provinces have brought new challenges to compensation practices. A study by the Conference Board of Canada, *Provincial Differences: A Challenge to Compensation and Relocation Policies*, analyzing salary trends for 14 specific occupations in nine major cities, observes that, "Regional differences have been accentuated by the more rigid economic development of the western provinces compared to central Canada, and by growing differences in provincial taxation and living costs.

The different rates of inflation across Canada, the report points out, have led to cost-of-living adjustment clauses

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William J. Carmichael, Market Manager—Newspapers, P.O. Drawer 668, Goldenrod, Fla. 32733. Phone 305-671-6662.

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based on local, rather than national, consumer price index changes. "Consequently, inflation has come to drive, in a formal fashion, compensation changes and differences in local markets. Continuing differences in inflation rates, as much as 2.3 percentage points in 1980, indicate that living-cost differences will emerge as an increasingly important factor in administering national pay systems."

Caution: 1985 EBI projections for Canada

Effective Buying Income (EBI) estimates for Canadian counties are based on Census Economic Characteristics and Taxation Statistics reports, published by the Canadian government. Although the 1976 Census of Population redefined the legal boundaries of counties and cities, Taxation Statistics has not yet made this change and therefore does not provide the basic information required for making income projections to 1985. Nor has Canada yet released the Economic Characteristics report from the 1976 census.

Market Statistics, the research subsidiary of Bill Communications that prepares S&MM's *Survey of Buying Power* and *Survey II*, has tried to compensate for this lack of information by using the provincial totals provided by Taxation Statistics. Therefore, in projecting EBI per household to 1985 it makes *the assumption that every metropolitan area within the province will follow the same trend as the province itself.* The projected income per household of the metropolitan area is then multiplied by the projected number of households of the area to arrive at the projected 1985 total EBI. As a result, the 1985 EBI per household and total EBI data for the metropolitan areas are not directly comparable with last year's figures for plotting growth rates.

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